

MARK V. JORDAN COMPANY: 1000 SECOND AVENUE, SUITE 3310

4-21-2011  
M.D.

Re: 6/22/11

06/23/2011



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Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	
Discovery Bay Games, Inc.			
Execution Date		Entity Type	
04/01/2011		CORPORATION:	
RECEIVING PARTY DATA			
Name:		Highlights for Children, Inc.	
Street Address:		1800 Watermark Drive	
City:		Columbus	
State/Country:		OHIO	
Postal Code:		43215	
Entity Type:		CORPORATION: <i>Delaware</i>	
PROPERTY NUMBERS Total: 1			
Property Type		Number	
Serial Number:		Word Mark	
85238351		HIGHLIGHTS SILLY SITUATIONS	
CORRESPONDENCE DATA			
Fax Number:		(206)903-6365	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		(206) 903-6364	
Email:		trademark@invictalaw.com	
Correspondent Name:		Mark V. Jordan	
Address Line 1:		1000 Second Avenue, Suite 3310	
Address Line 4:		Seattle, WASHINGTON 98104-1019	
ATTORNEY DOCKET NUMBER:		3143.003	
NAME OF SUBMITTER:		Mark V. Jordan	
Signature:		/Mark V. Jordan/	
Date:		04/21/2011	
Total Attachments: 1 source=Assignment of Trademark to Highlights for Children Inc_SIGNED#page1.tif			

OP \$40.00 85238351

MARK V. JORDAN COMPANY: 1000 SECOND AVENUE, SUITE 3310

**ASSIGNMENT OF TRADEMARKS**

The undersigned, DISCOVERY BAY GAMES, INC., a Delaware corporation, whose address is 206 First Avenue S., Suite 310, Seattle, Washington 98104 ("Assignor"), for One U.S. Dollar (US\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns and transfers to HIGHLIGHTS FOR CHILDREN, INC., a Delaware corporation, whose business address is 1800 Watermark Drive Columbus, Ohio 43215, as of April 1, 2011, all of its worldwide right, title and interest in and to the following trademarks, the goodwill associated therewith, all claims for damages by reason of past infringement of the trademarks and registrations, and the right to sue for and collect such damages:

Trademark	Serial No.
Highlights Match Patch	85238336
Highlights Silly Situations	85238351
Highlights Buzz Blast	85238358

IN WITNESS WHEREOF, Assignor hereby executes this Assignment by its duly authorized officer at Seattle, Washington as of the 1<sup>st</sup> day of April, 2011.

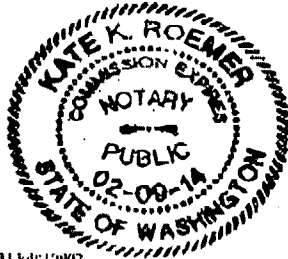
DISCOVERY BAY GAMES, INC.

By   
Craig Olson, Its President

STATE OF WASHINGTON     )  
  ) ss.  
COUNTY OF KING         )

On April 19, 2011, I certify that I know or have satisfactory evidence that Craig Olson is the person who appeared before me, and he acknowledged that he signed the foregoing instrument as President and on behalf of DISCOVERY BAY GAMES, INC., a Delaware corporation, as his free and voluntary act and deed for the uses and purposes therein mentioned, being authorized to do so.

WITNESS my hand and official seal the date and year in this certificate written above.



NOTARY PUBLIC in and for the State of  
Washington, residing at Seattle  
My Commission expires: 2/9/14



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