

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM317602

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Greenwich Publishing Group, Inc.		07/07/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	Southwestern Publishing Group, Inc.		
Street Address:	2451 Atrium Way		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3301263	CORPORATE AMERICA'S PUBLISHER	
CORRESPONDENCE DATA			
Fax Number:	2025301055		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(202) 530-1010		
Email:	ehaughey@fchs.com		
Correspondent Name:	Edmund J. Haughey		
Address Line 1:	1290 Avenue of the Americas		
Address Line 2:	Fitzpatrick, Cella, Harper & Scinto		
Address Line 4:	New York, NEW YORK 10104-3800		
ATTORNEY DOCKET NUMBER:	03866.000100		
NAME OF SUBMITTER:	Edmund J. Haughey		
SIGNATURE:	/Edmund J. Haughey/		
DATE SIGNED:	09/22/2014		
Total Attachments: 2			
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OP \$40.00 3301263

ASSIGNMENT

THIS ASSIGNMENT, effective July 1, 2014, is by and between Greenwich Publishing Group, Inc. with principal offices at 410 Hamburg Road, Old ~~11~~ ¹¹ ~~11~~, Connecticut 06371 (“Assignor”), and Southwestern Publishing Group, Inc., a Tennessee corporation with principal offices at 2451 Atrium Way, Nashville, Tennessee 37214 (“Assignee”);

WHEREAS, Assignor is the owner of certain intellectual property and the goodwill associated therewith, including the Greenwich Publishing name and imprint, together with the logo, website and back list of Assignor for use in marketing, and the goodwill associated therewith, (referred to herein collectively as the “IP Assets”); and

WHEREAS, Assignee has purchased and acquired the IP Assets in accordance with that certain Intellectual Property License With Purchase Option by and between Seller and Buyer, dated and made effective as of September 26, 2013, (the “Agreement”).

NOW, THEREFORE, in exchange for good and valuable consideration given to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns to Assignee all of Assignor’s right, title, and interest in and to Assignor’s IP Assets including Assignor’s following intellectual property and other assets, and rights related thereto: (a) back list for use in marketing; (b) business phone number, 860-554-0499; (c) email addresses with the domain name “greenwichpublishing” with each mailbox name and domain extension related thereto; (d) imprint, “Greenwich Publishing”; (e) inventory of sample Titles; (f) trade name, sales mark, “Corporate America’s Publisher” (U.S. Registration No. 3,301,263), other registered and unregistered trademarks and service marks, logos, and trade dress, and each style and iteration thereof; (g) website at http address www.greenwichpublishing.____, and all of the access/security criteria, software, code, and domain extensions and the copyrights, registered and unregistered, related thereto; (h) all copyrights, registered and unregistered, in any other printed or electronic materials acquired by Buyer/Assignee under the Agreement; and, (i)

all goodwill related to and derived from the aforesaid property and assets; together with the income, royalties, damages, claims, and payments now or hereafter due or payable to Assignor with respect to the IP Assets, and in and to all causes of action, either in law or in equity, for past, present, or future misappropriation and/or infringement based on any of the IP Assets, and in and to all rights corresponding to the foregoing throughout the world.

**GREENWICH PUBLISHING GROUP,
GROUP,
INC., Assignor**

By: [Signature]
Name: Peter P. Poggi
Title: Chief Exec. Officer

**SOUTHWESTERN PUBLISHING
INC., Assignee**

By: [Signature]
Name: David J. Kempf
Title: President

Subscribed and sworn to before me
on this 7th day of July, 2014

[Signature]
Notary Public

County/State: Fairfield Connecticut

Subscribed and sworn to before me
on this 17th day of June, 2014

[Signature]
Notary Public

County/State: Davidson, TN
3/3/15

DONALD MIGLIARDI
Notary Public, Fairfield County
My Commission Expires January 31, 2015

