

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319257

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GUIDEPOSTS A CHURCH CORPORATION		10/03/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	WORTHY MEDIA, INC.		
Street Address:	134 Franklin Road		
Internal Address:	Suite 200		
City:	Brentwood		
State/Country:	TENNESSEE		
Postal Code:	37027		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	2133244	CANDY CANE PRESS	
Registration Number:	1186733	IDEALS	
Registration Number:	1884957	IDEALS	
Registration Number:	2298443	KALEIDOSCOPE KIDS	
Registration Number:	1938843	KIDS CAN!	
Registration Number:	1938844	LITTLE HANDS	
Registration Number:	2598113	QUICK STARTS FOR KIDS!	
Registration Number:	2052440	TALES ALIVE	
Registration Number:	2086076	WILLIAMSON KIDS CAN!	
Registration Number:	1090334	IDEALS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	615.252.2358		
Email:	kosborne@babco.com		
Correspondent Name:	Keaton H. Osborne		
Address Line 1:	1600 Division Street		
Address Line 2:	Suite 700		
		TRADEMARK	

OP \$265.00 2133244

Address Line 4:	Nashville, TENNESSEE 37203
ATTORNEY DOCKET NUMBER:	205484-301005
NAME OF SUBMITTER:	Keaton H. Osborne
SIGNATURE:	/keaton osborne/
DATE SIGNED:	10/07/2014
Total Attachments: 3 source=Assign of TM#page1.tif source=Assign of TM#page2.tif source=Assign of TM#page3.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "Assignment") dated as of October 3, 2014, is executed by GUIDEPOSTS A CHURCH CORPORATION, a New York corporation ("Assignor"), in favor of WORTHY MEDIA, INC., a Delaware corporation ("Assignee").

RECITALS

A. Pursuant to that Asset Purchase Agreement dated as of the date hereof, by and among Assignor, Assignee, and Retail Products, LLC, a Delaware limited liability company, Assignor is selling to Assignee, and Assignee is purchasing from Assignor, certain of Assignor's assets, including, without limitation, the trademarks listed on Exhibit A attached hereto, which is registered with the United States Patent and Trademark Office (the "Trademarks"), and all related goodwill.

B. Assignor is entering into this Assignment to evidence the conveyance of the Trademarks from Assignor to Assignee and intends for this Assignment to be recorded in the United States Patent and Trademark Office.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, sells and delivers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks and all goodwill related thereto, including any and all goodwill associated therewith, all applications and registrations therefor, all common law rights therein, any and all trademark and/or service mark rights related thereto; and in and to any and all causes of action (either in law or in equity), as well as the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement, misappropriation and/or dilution of the Trademarks.

[Signature Page on Following Page]

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks effective as of the date first written above.

ASSIGNOR:

GUIDEPOSTS A CHURCH CORPORATION

By: DA 2
Name: DAVID TEITLER
Title: SR. VP & CFO

Signature Page to Assignment of Trademarks

EXHIBIT A**Trademarks**

Description of Mark	USPTO Registration No.	USPTO Serial No.	Date Registered	Last Assignee of Record
CANDY CANE PRESS	2,133,244	75100758	January 27, 1998	GUIDEPOSTS A CHURCH CORPORATION
IDEALS	1,186,733	73284877	January 19, 1982	GUIDEPOSTS A CHURCH CORPORATION
IDEALS and design	1,884,957	74515033	March 21, 1995	GUIDEPOSTS A CHURCH CORPORATION
KALEIDOSCOPE KIDS	2,298,443	75115106	December 7, 1999	GUIDEPOSTS A CHURCH CORPORATION
KIDS CAN!	1,938,843	74620008	November 28, 1995	GUIDEPOSTS A CHURCH CORPORATION
LITTLE HANDS	1,938,844	74620010	November 28, 1995	GUIDEPOSTS A CHURCH CORPORATION
QUICK STARTS FOR KIDS! and design	2,598,113	78039053	July 23, 2002	GUIDEPOSTS A CHURCH CORPORATION
TALES ALIVE	2,052,440	75074637	April 15, 1997	GUIDEPOSTS A CHURCH CORPORATION
WILLIAMSON KIDS CAN! and design	2,086,076	75176463	August 5, 1997	GUIDEPOSTS A CHURCH CORPORATION
IDEALS	1,090,334	73141247	May 2, 1978	GUIDEPOSTS A CHURCH CORPORATION

[Exhibit to Copyright Assignment]