

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM342259

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KU Champions LLC		05/22/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Knowledge Universe Education LLC		
<b>Street Address:</b>	650 NE Holladay Street, Suite 1400		
<b>City:</b>	Portland		
<b>State/Country:</b>	OREGON		
<b>Postal Code:</b>	97232		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3539004	SUCCESS BEGINS HERE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5032202480		
<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>			
<b>Phone:</b>	(503) 294-9584		
<b>Email:</b>	TM-PDX@STOEL.COM, pphartigan@stoel.com		
<b>Correspondent Name:</b>	Anne W. Glazer/Stoel Rives LLP		
<b>Address Line 1:</b>	900 SW Fifth Avenue, Suite 2600		
<b>Address Line 4:</b>	Portland, OREGON 97204		
<b>ATTORNEY DOCKET NUMBER:</b>	28954-6044		
<b>NAME OF SUBMITTER:</b>	Patrick P. Hartigan, SR Paralegal		
<b>SIGNATURE:</b>	/Patrick P. Hartigan/		
<b>DATE SIGNED:</b>	05/22/2015		
<b>Total Attachments: 2</b>			
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OP \$40.00 3539004

**ASSIGNMENT OF TRADEMARK**

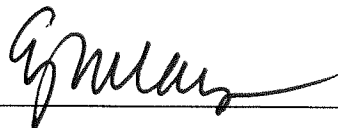
KU Champions LLC, a Delaware limited liability company (“**Assignor**”), is the owner of the trademark described on the attached Exhibit A (the “**Mark**”). Knowledge Universe Education LLC, a Delaware limited liability company (“**Assignee**”), located at 650 NE Holladay Street, Suite 1400, Portland, OR 97232, wishes to acquire all right, title and interest in and to the Mark.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of its worldwide right, title, and interest in and to the Mark, and all state, federal and foreign registrations and applications therefor, together with the goodwill of the business associated with the Mark.

This assignment includes all rights of action, powers and benefits in, of and to the Mark, due or accrued, including the right to sue for and recover, in Assignee’s own name and that of its successors, assigns and other legal representatives, all remedies of every nature) including without limitation injunctive relief, damages, profits, costs and attorney fees) arising out of past infringement, misappropriation or dilution of the Mark or injury to the related goodwill.

Executed and effective this date: May 22, 2015.

KU CHAMPIONS LLC



By: Elizabeth J. M. Large

Title: Executive Vice President, General Counsel

REVIEWED BY LEGAL DEPARTMENT

DATE: 5/21/15

SIGNATURE: JF

**ASSIGNMENT OF TRADEMARKS**

**Exhibit A**

<b>Mark</b>	<b>Registration Number</b> <b>Country</b>	<b>Registration Date</b>
SUCCESS BEGINS HERE	Reg. No. <u>3,539,004</u> United States	Nov. 25, 2008