

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM463912

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cognition Education Trust Limited		02/27/2018	Charitable Trust: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Visible Learning Limited Partnership		
Street Address:	Level 2, Eden 1		
Internal Address:	18 Normanby Road, Mt. Eden		
City:	Auckland		
State/Country:	NEW ZEALAND		
Postal Code:	1024		
Entity Type:	Limited Partnership: NEW ZEALAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4248475		
Registration Number:	4248473	VISIBLE LEARNING PLUS	
CORRESPONDENCE DATA			
Fax Number:	3034732720		
<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:	3034732710		
Email:	docket@hollandhart.com		
Correspondent Name:	Scott S. Havlick		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attention: Trademark Docketing		
Address Line 4:	Denver, COLORADO 80201		
NAME OF SUBMITTER:	Scott S. Havlick		
SIGNATURE:	/Scott S. Havlick/		
DATE SIGNED:	03/01/2018		
Total Attachments: 4			
source=Deed of Assignment of Trademarks - Cognition Education Trust to Visible Learning Limited Partnership#page1.tif			

CH \$65.00 4248475

source=Deed of Assignment of Trademarks - Cognition Education Trust to Visible Learning Limited Partnership#page2.tif

source=Deed of Assignment of Trademarks - Cognition Education Trust to Visible Learning Limited Partnership#page3.tif

source=Deed of Assignment of Trademarks - Cognition Education Trust to Visible Learning Limited Partnership#page4.tif

COGNITION EDUCATION TRUST

and

VISIBLE LEARNING LIMITED PARTNERSHIP

DEED OF ASSIGNMENT OF TRADE MARKS

LEGAL PEOPLE
Solicitors
Auckland



DEED OF ASSIGNMENT OF TRADE MARKS dated

27th February

2018

PARTIES:

COGNITION EDUCATION TRUST LIMITED as trustee of Cognition Education Trust
("Assignor")

VISIBLE LEARNING LIMITED PARTNERSHIP ("Assignee")

BACKGROUND:

- A. The Assignor is the proprietor of the trade marks listed in the Schedule ("Trade Marks").
- B. The Assignor is the owner of the copyright in certain works relating to the Trade Marks, any associated trade marks and the signage, labelling and packaging relating to the Trade Marks and such associated trade marks.
- C. The Assignor has agreed to assign and transfer to the Assignee the whole right, title and interest to and in the Trade Marks, the get up, the Trade Mark registrations and/or Trade Mark applications (and any registrations granted thereon), and any associated trade marks, together with the goodwill associated with the Trade Marks and for the consideration set out in this deed.

THIS DEED RECORDS:



- 1. In consideration of the sum of ten dollars (\$10) plus GST paid by the Assignee to the Assignor (the receipt and legal sufficiency of which the Assignor hereby acknowledges) the Assignor assigns and transfers to the Assignee the whole right, title and interest to and in:
 - (a) the Trade Marks, the get-up, the Trade Mark registrations and/or the Trade Mark applications (and any registrations granted thereon), and any associated trade marks, together also with the goodwill associated with the Trade Marks, such associated trade marks and the get-up, the get-up, the Trade Mark registrations and/or the Trade Mark applications (and any registrations granted thereon), and such associated trade marks; and

76

(b) such copyright as the Assignor may hold in works relating to the Trade Marks in all forms of stylisation in which they have been used, any associated trade marks and the signage, labelling and packaging associated with the Trade Marks and such associated trade marks.

2. The Assignor shall do all acts and things including the execution of all such documents as may be reasonably required by the Assignee to give effect to the assignment contemplated by this deed.

EXECUTED as a deed by)
COGNITION EDUCATION TRUST)






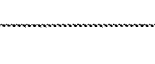






LIMITED as trustee of Cognition)
Education Trust by two directors:)

.....

.....



SCHEDULE

Country	Official number	Trade Mark	Classes	Registration Date	Next Renewal Date
Australia	1442601		09, 16, 35, 36, 41, 42	12-Mar-2012	15-Aug-2021
Australia	1442600		09, 16, 35, 36, 41, 42	07-Mar-2012	15-Aug-2021
Canada	TMA882433		09, 16, 35, 36, 41, 42	18-Jul-2014	18-Jul-2029
Canada	TMA882432		09, 16, 35, 36, 41, 42	18-Jul-2014	18-Jul-2029
European Union Intellectual Property Office	010410892		09, 16, 35, 36, 41, 42	14-May-2012	27-Oct-2021
European Union Intellectual Property Office	010410884		09, 16, 35, 36, 41, 42	15-May-2012	27-Oct-2021
New Zealand	837820		09, 16, 35, 36, 41, 42	31-Aug-2011	28-Feb-2021
New Zealand	837819		09, 16, 35, 36, 41, 42	31-Aug-2011	28-Feb-2021
Norway	264543		09, 16, 35, 36, 41, 42	20-Mar-2012	05-Dec-2021
Norway	264545		09, 16, 35, 36, 41, 42	20-Mar-2012	05-Dec-2021
United States	4248475		09, 16, 35, 41, 42	27-Nov-2012	27-Nov-2022
United States	4248473		09, 16, 35, 41, 42	27-Nov-2012	27-Nov-2022

W