

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498468

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Highlights for Children, Inc.		11/16/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Highlights for Children, Inc.		
Street Address:	1800 Watermark Dr		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2984677	ELP	
Registration Number:	2989191	ESSENTIAL LEARNING PRODUCTS	
CORRESPONDENCE DATA			
Fax Number:	6143247949		
<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:	6144872656		
Email:	legal@highlights.com		
Correspondent Name:	Joseph Quigley		
Address Line 1:	1800 Watermark Dr		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	ELP Assignment		
NAME OF SUBMITTER:	Stacy Dildine		
SIGNATURE:	/Stacy Dildine/		
DATE SIGNED:	11/16/2018		
Total Attachments: 2			
source=ELP TM Assignment#page1.tif			
source=ELP TM Assignment#page2.tif			

CH \$65.00 2984677

TRADEMARK ASSIGNMENT

Whereas, HIGHLIGHTS FOR CHILDREN, INC., a Delaware Corporation having a place of business at 1800 Watermark Drive Columbus, Ohio 43215, ("ASSIGNOR") has adopted, owned and used the United States Trademark Registration numbers attached hereto as Exhibit A; and

Whereas, HIGHLIGHTS FOR CHILDREN, INC., an Ohio Corporation, with its principal place of business at 1800 Watermark Drive Columbus, Ohio 43215, ("ASSIGNEE") is desirous of acquiring said United States Trademark Registration numbers attached hereto as Exhibit A;

Whereas, ASSIGNOR assigns all United States Trademark Registration numbers attached hereto as Exhibit A, the registrations thereof and the goodwill associated therewith to ASSIGNEE;

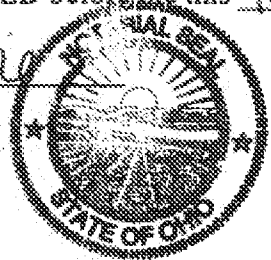
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR agrees that ASSIGNOR hereby assigned unto ASSIGNEE effective as of November 16, 2018, all right, title and interest in and to the trademark registrations attached hereto as Exhibit A throughout the world, together with all derivations thereof and including all goodwill associated therewith, whether based on common law or the laws of the various states, and the right (but not the obligation) to assert such registered trademark and other assigned rights to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

In testimony Whereof, ASSIGNOR, as represented by one of its of officers, has signed this instrument this 16th day of November 2018.

By: [Signature]
Name: Joseph Ohigley
Title: Vice President, General Counsel

SWORN to and SUBSCRIBED before me this 16th day of November, 2018.

[Signature]
Notary Public



Stacy K. Dildine
Notary Public, State of Ohio
My Commission Expires 3-10-19

EXHIBIT A

TRADEMARK	S/N	REG. #
ELP	76578314	2984677
ESSENTIAL LEARNING PRODUCTS	78382224	2989191