

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM505948

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/02/2012

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Highlights for Children, Inc.		01/15/2019	Corporation: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Highlights for Children, Inc.
<b>Street Address:</b>	1800 Watermark Dr
<b>City:</b>	Columbus
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	43125
<b>Entity Type:</b>	Corporation: OHIO

**PROPERTY NUMBERS Total: 47**

Property Type	Number	Word Mark
Registration Number:	3727045	ASK ARIZONA
Registration Number:	3503262	ASK ARIZONA
Registration Number:	4280284	BUZZ BLAST
Registration Number:	4151250	BUZZ BLAST
Registration Number:	3455609	CELEBRATING EARLY CHILDHOOD
Registration Number:	3293666	CHILDREN ARE THE WORLD'S MOST IMPORTANT
Registration Number:	4289281	FUN WITH A PURPOSE
Registration Number:	4289283	FUN WITH A PURPOSE
Registration Number:	4289282	FUN WITH A PURPOSE
Registration Number:	4289284	FUN WITH A PURPOSE
Registration Number:	1622463	FUN WITH A PURPOSE
Registration Number:	4289285	FUN WITH A PURPOSE
Registration Number:	1958077	GOOFUS AND GALLANT
Registration Number:	3492700	H
Registration Number:	2847020	HIDDEN PICTURES
Registration Number:	2873063	HIDDEN PICTURES
Registration Number:	4365134	HIDDEN PICTURES
Registration Number:	4326905	HIDDEN PICTURES

CH \$1190.00 3727045

Property Type	Number	Word Mark
Registration Number:	4326904	HIDDEN PICTURES
Registration Number:	2996030	HIDDEN PICTURES PLAYGROUND
Registration Number:	4418771	HIGHLIGHTS
Registration Number:	4286388	HIGHLIGHTS
Registration Number:	4261639	HIGHLIGHTS
Registration Number:	4206213	HIGHLIGHTS
Registration Number:	4298369	HIGHLIGHTS
Registration Number:	1550972	HIGHLIGHTS
Registration Number:	3649701	HIGHLIGHTS FOR CHILDREN
Registration Number:	5195809	HIGHLIGHTS HIGH FIVE
Registration Number:	4337050	HIGHLIGHTS HIGH FIVE
Registration Number:	3596676	HIGHLIGHTS HIGH FIVE
Registration Number:	3544227	HIGHLIGHTS PUZZLE BUZZ
Registration Number:	2569379	HIGHLIGHTS.COM
Registration Number:	4151251	MATCH PATCH
Registration Number:	3435855	MATHMANIA
Registration Number:	4475463	PUZZLEMANIA
Registration Number:	4471088	PUZZLEMANIA
Registration Number:	2233566	PUZZLEMANIA
Registration Number:	1888458	PUZZLEMANIA
Registration Number:	3533296	SDE SINGAPORE MATH FOR US
Registration Number:	2569409	STICKER STORIES
Registration Number:	2204581	TEACHERNET
Registration Number:	4380431	THAT'S SILLY!
Registration Number:	4276034	THAT'S SILLY!
Registration Number:	2287013	THE TIMBERTOES
Registration Number:	3888512	TOP SECRET ADVENTURES
Registration Number:	3888511	TOP SECRET ADVENTURES
Registration Number:	3939646	WHAT'S WRONG?

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 6144872665

**Email:** legal@highlights.com

**Correspondent Name:** Stacy Dildine

**Address Line 1:** 1800 Watermark Drive

**Address Line 4:** Columbus, OHIO 43215

<b>ATTORNEY DOCKET NUMBER:</b>	HFC Assignment
<b>NAME OF SUBMITTER:</b>	Stacy Dildine
<b>SIGNATURE:</b>	/Stacy Dildine/
<b>DATE SIGNED:</b>	01/15/2019
<b>Total Attachments: 3</b> source=TRADEMARK ASSIGNMENT Nunc Pro Tunc EXECUTED_1-15-2019#page1.tif source=TRADEMARK ASSIGNMENT Nunc Pro Tunc EXECUTED_1-15-2019#page2.tif source=TRADEMARK ASSIGNMENT Nunc Pro Tunc EXECUTED_1-15-2019#page3.tif	

**TRADEMARK ASSIGNMENT**  
**(NUNC PRO TUNC)**


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;

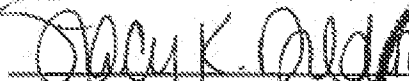
Whereas, pursuant to and as set forth in a Contribution, Assignment, and Assumption Agreement dated January 1, 2012, ASSIGNOR assigns all United States Trademark Registration numbers attached hereto as Exhibit A, the registrations thereof and the goodwill associated therewith to ASSIGNEE;

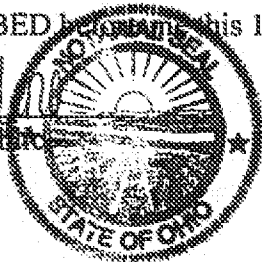
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR agrees that ASSIGNOR hereby assigned unto ASSIGNEE nunc pro tunc effective as of January 2, 2012, all right, title and interest in and to the trademark registrations attached hereto as Exhibit A throughout 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 15<sup>th</sup> day of January 2019.

By:   
Name: Joseph Quigley  
Title: Vice President, General Counsel

SWORN to and SUBSCRIBED before me this 15<sup>th</sup> day of January 2019.

  
Stacy K. Dildine, Notary Public  
State of Ohio



Stacy K. Dildine  
Notary Public, State of Ohio  
My Commission Expires 2-18-19

**EXHIBIT A**

TRADEMARK	APP. #	REG. #
ASK ARIZONA	77278788	3727045
ASK ARIZONA	77278762	3503262
BUZZ BLAST	85255731	4280284
BUZZ BLAST	85255684	4151250
CELEBRATING EARLY CHILDHOOD	78883535	3455609
CHILDREN ARE THE WORLD'S MOST IMPORTANT PEOPLE	78764324	3293666
FUN WITH A PURPOSE	77737218	4289281
FUN WITH A PURPOSE	77737258	4289283
FUN WITH A PURPOSE	77737245	4289282
FUN WITH A PURPOSE	77737273	4289284
FUN WITH A PURPOSE	73834923	1622463
FUN WITH A PURPOSE	77737286	4289285
GOOFUS AND GALLANT	74664223	1958077
H (STYLISED) & DESIGN	78881489	3492700
HIDDEN PICTURES	76976452	2847020
HIDDEN PICTURES	76058529	2873063
HIDDEN PICTURES	85255643	4365134
HIDDEN PICTURES	85561761	4326905
HIDDEN PICTURES	85561752	4326904
HIDDEN PICTURES PLAYGROUND	78379129	2996030
HIGHLIGHTS	77622654	4418771
HIGHLIGHTS	77622701	4286388
HIGHLIGHTS	77622748	4261639
HIGHLIGHTS	77622775	4206213
HIGHLIGHTS	77622765	4298369
HIGHLIGHTS	73771003	1550972
HIGHLIGHTS FOR CHILDREN	77490219	3649701
HIGHLIGHTS HIGH FIVE	85462873	5195809
HIGHLIGHTS HIGH FIVE	85461806	4337050
HIGHLIGHTS HIGH FIVE (STYLISED) & DESIGN	78883440	3596676
HIGHLIGHTS PUZZLE BUZZ	77123376	3544227
HIGHLIGHTS.COM	76091637	2569379
MATCH PATCH	85255716	4151251
MATHMANIA	77318181	3435855
PUZZLEMANIA	77876377	4475463
PUZZLEMANIA	77876364	4471088
PUZZLEMANIA	75344473	2233566
PUZZLEMANIA	74518934	1888458

SDE SINGAPORE MATH FOR US	77311260	3533296
STICKER STORIES	76098499	2569409
TEACHERNET	75977756	2204581
THAT'S SILLY!	77701699	4380431
THAT'S SILLY!	77701703	4276034
THE TIMBERTOES	75344303	2287013
TOP SECRET ADVENTURES	77706570	3888512
TOP SECRET ADVENTURES	77706532	3888511
WHAT'S WRONG?	77920586	3939646