

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM525703

<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>
Highlights for Children, Inc.		01/01/2019	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Primary Concepts, Inc.		
<b>Street Address:</b>	1338 Seventh Street		
<b>City:</b>	Berkeley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94710		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2984677	ELP	
<b>Registration Number:</b>	2989191	ESSENTIAL LEARNING PRODUCTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	714-641-5100		
<b>Email:</b>	trademarks@rutan.com		
<b>Correspondent Name:</b>	Lindsay J. Hulley c/o Rutan & Tucker LLP		
<b>Address Line 1:</b>	611 Anton Boulevard		
<b>Address Line 2:</b>	14th Floor		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	102268.0000		
<b>NAME OF SUBMITTER:</b>	Lindsay J. Hulley		
<b>SIGNATURE:</b>	/Lindsay J. Hulley/		
<b>DATE SIGNED:</b>	05/30/2019		
<b>Total Attachments: 2</b>			
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source=Trademark Assignment - ELP - and - Essential Learning Products - _05302019#page2.tif			

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**TRADEMARK ASSIGNMENT**

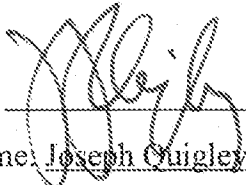
Whereas, **HIGHLIGHTS FOR CHILDREN, INC.**, an **Ohio Corporation** having a place of business at 1800 Watermark Drive Columbus, Ohio 43215, ("ASSIGNOR") has adopted, owned and used the United States Trademark Registration numbers attached hereto as Exhibit A; and

Whereas, **PRIMARY CONCEPTS, INC.**, a **California Corporation**, with its principal place of business at 1338 Seventh St. Berkeley, California 94710, ("ASSIGNEE") is desirous of acquiring said United States Trademark Registration numbers attached hereto as Exhibit A;

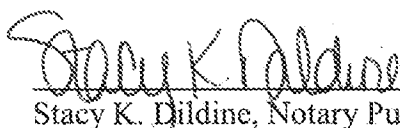
Whereas, ASSIGNOR assigns all United States Trademark Registration numbers attached hereto as Exhibit A, the registrations thereof and the goodwill associated therewith to ASSIGNEE;

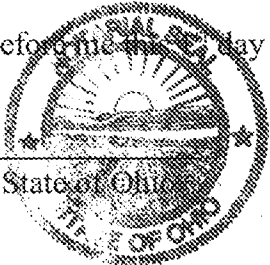
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR agrees that ASSIGNOR hereby assigned unto ASSIGNEE effective as of January 1, 2019, all right, title and interest in and to the trademark registrations attached hereto as Exhibit A throughout the world, 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 1<sup>st</sup> day of January 2019.

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

SWORN to and SUBSCRIBED before me on this 1<sup>st</sup> day of January 2019.

  
Stacy K. Dildine, Notary Public -- State of Ohio



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