TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM528035

 SUBMISSION TYPE:
 NEW ASSIGNMENT

 NATURE OF CONVEYANCE:
 CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Southwestern Publishing Group, Inc.		06/12/2019	Corporation: TENNESSEE

RECEIVING PARTY DATA

Name:	Southwestern Publishing House, Inc.	
Street Address:	2451 Atrium Way	
City:	Nashville	
State/Country:	TENNESSEE	
Postal Code:	37214	
Entity Type:	Corporation: TENNESSEE	

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	5762509	PRESERVING AMERICA'S FOOD HERITAGE
Registration Number:	5762507	BEST OF THE BEST
Registration Number:	4928950	BLUE SNEAKER PRESS
Registration Number:	4300085	HISTORIC HOSPITALITY
Registration Number:	4756221	SOUTHWESTERN PUBLISHING GROUP
Registration Number:	4632709	HISTORIC HOSPITALITY
Registration Number:	4359881	SW SOUTHWESTERN PUBLISHING GROUP
Registration Number:	3681426	BECKON BOOKS
Registration Number:	3686964	BECKON BOOKS
Registration Number:	3301263	CORPORATE AMERICA'S PUBLISHER
Registration Number:	3238684	FRP
Registration Number:	3319126	THE BOOKSMITH GROUP
Registration Number:	3219257	FRP COOKBOOK UNIVERSITY
Registration Number:	2007786	COOKBOOK MARKETPLACE
Registration Number:	0800717	FAVORITE RECIPES
Registration Number:	4328504	SOUTHWESTERN PUBLISHING GROUP

CORRESPONDENCE DATA

Fax Number: 6158008918

TRADEMARK

900502865 REEL: 006671 FRAME: 0334

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: 6158008919

Email: amy@everhartlawfirm.com

Correspondent Name: Amy J. Everhart

Address Line 1: 202 Fifth Avenue South

Address Line 4: Franklin, TENNESSEE 37064

NAME OF SUBMITTER:	Amy J. Everhart
SIGNATURE:	/Amy J. Everhart/
DATE SIGNED:	06/17/2019

Total Attachments: 3

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TRADEMARK REEL: 006671 FRAME: 0335



Division of Business Services Department of State

State of Tennessee 312 Rosa L. Parks AVE, 6th FL Nashville, TN 37243-1102

Southwestern Publishing House, Inc. ATTN CINDY JOHNSTONE 2451 ATRIUM WAY NASHVILLE, TN 37214-5102

June 12, 2019

Filing Acknowledgment

Please review the filing information below and notify our office immediately of any discrepancies.

Control #: 565547

Status:

Active

Filing Type: For-profit Corporation - Domestic

Document Receipt

Receipt #: 004861409

Filing Fee:

\$20.00

Payment-Account - #35890 GARY C PEARS, NASHVILLE, TN

\$20.00

Amendment Type: Articles of Amendment

Filed Date:

06/12/2019 10:09 AM

Image # : B0687-6982

This will acknowledge the filing of the attached articles of amendment with an effective date as indicated above. When corresponding with this office or submitting documents for filing, please refer to the control number given above.

You must also file this document in the office of the Register of Deeds in the county where the entity has its principal office if such principal office is in Tennessee.

Processed By: Cassandra Bowman

Tre Hargett Secretary of State

Field Name

Changed From

Changed To

Filing Name

Southwestern Publishing Group, Inc.

Southwestern Publishing House, Inc.

REEL: 006671 FRAME: 0336

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ARTICLES OF AMENDMENT TO THE CHARTER FOR-PROFIT CORPORATION (ss-4421)



Business Services Division Tre Hargett, Secretary of State State of Tennessee

312 Rosa L. Parks Ave., 6th Fl. Nashville, TN 37243 (615) 741-2286

Filing Fee: \$20.00



Pursuant to the provisions of T.C.A. § 48-24-106 the undersigned corporation adopts the following articles of amendment to its charter:
1. Please insert the name of the corporation as it appears on record: If Changing the name, insert the new name: Secretary of State control number (If known): Southwestern Publishing House, Inc.
2. If the document is not to be effective upon filing by the Secretary of State, the delayed effective date and time is: (Not to exceed 90 days) Effective Date:/
Please insert any changes that apply: A. Principal Street Address: 2451 Atrium Way
City: Nashville State: TN Zip Code: 37214 County: Davidson B. Registered Agent: Henry Bedford, Chairman c/o Cindy Johnstone, EVP C. Registered Address: 2451 Atrium Way, Nashville, TN 37214
4. Other Provisions:
 5. The amendment was duly adopted on: 6 / 12 / 2019 / Year ☐ The incorporators without shareholder action, as such was not required. ☑ The board of directors without shareholder action, as such was not required. ☐ The shareholders.
Note: Pursuant to T.C.A. § 10-7-503 all information on this form is public record.
6-12-19 Signature Date Signature Signature
Corporate Legal Counsel Signer's Capacity (if other than individual capacity) Gary C. Pears Name (printed or typed)

ACTION OF THE BOARD OF DIRECTORS OF SOUTHWESTERN PUBLISHING GROUP, INC.

Taken on Written Consent In Lieu of a Meeting

Pursuant to Section 48-18-202 of the Tennessee Business Corporation Act, the undersigned, being all of the directors of Southwestern Publishing Group, Inc. a Tennessee corporation, (the "Corporation"), do hereby consent to taking this action without a meeting, do hereby adopt the following resolutions as the action of the Board of Directors of the Corporation in lieu of a meeting, and do hereby direct that this written consent to such action be filed with the minutes or like records of the proceedings of the Corporation:

WHEREAS, the Board finds that it would best serve the interests of the Corporation if its entity name, Southwestern Publishing Group, Inc., is changed to better reflect the business purpose and enhance the goodwill of the Corporation; and

WHEREAS, the Board desires for the entity name of the Corporation to be changed to Southwestern Publishing House, Inc., effective immediately.

NOW, THEREFORE, IT IS RESOLVED that the entity name of the Corporation shall be changed immediately from Southwestern Publishing Group, Inc. to Southwestern Publishing House, Inc.;

FURTHER RESOLVED, that the Charter of the Corporation be amended to reflect said entity name change;

FURTHER RESOLVED, that the Corporation shall pursue registration of Southwestern Business Books to be an imprint and/or trademark of Southwestern Publishing House, Inc.; and

LASTLY, RESOLVED, that the Board hereby authorizes the Secretary of the Corporation and her designated Corporate Legal Counsel to take whatever lawful and reasonable measures are necessary to carry out said name change and assumed name and hereby authorizes conferment and implementation of all appropriate instruments, documentation and filings relative to the Corporation to give effect to these resolutions and carry out all matters related thereto.

WITNESSED is the consent of each and every director of Southwestern Publishing Group, Inc., each of whom by his/her signature below (i) consents to taking this action without a meeting, and (ii) casts his/her affirmative vote for adoption of the resolutions set forth herein, as of the _/ _ day of June, 2019.

We directors agree that this action may be witnessed in counterparts, signed separately, but altogether to be deemed as one action.

BOARD OF DIRECTORS:

RECORDED: 06/17/2019

Henry Bedford

Dustin Hillis

Cynthia D. Johnstone

TRADEMARK REEL: 006671 FRAME: 0338