

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		

OP \$415.00 5762509

TRADEMARK

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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Tre Hargett
Secretary of State

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 Image # : B0687-6982
Filed Date: 06/12/2019 10:09 AM

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.

Tre Hargett
Secretary of State

Processed By: Cassandra Bowman

Field Name	Changed From	Changed To
Filing Name	Southwestern Publishing Group, Inc.	Southwestern Publishing House, Inc.

**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 12th 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:


Henry Bedford


Dustin Hillis


Cynthia D. Johnstone