

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM597752

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
All About Learning Press, Inc.		08/03/2020	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	All About Learning Inc.		
Street Address:	7700 Windrose Avenue, #G300		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4727527	ALL ABOUT	
Registration Number:	3975325	ALL ABOUT	
Registration Number:	4575097	ALL ABOUT	
Registration Number:	6007144	ALL ABOUT	
Registration Number:	3834104		
Registration Number:	3865921	ALL ABOUT	
CORRESPONDENCE DATA			
Fax Number:	2155683439		
<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:	215-568-3100		
Email:	bhipdocket@bakerlaw.com, jlesser@bakerlaw.com, jdale@bakerlaw.com		
Correspondent Name:	Jacqueline M. Lesser		
Address Line 1:	2929 Arch Street		
Address Line 2:	Cira Centre, 12th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2891		
ATTORNEY DOCKET NUMBER:	117880.555555		
NAME OF SUBMITTER:	Judy Dale-Paralegal		
SIGNATURE:	/Judy Dale/		

CH \$165.00 4727527

DATE SIGNED:	09/15/2020
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

August 3, 2020

WHEREAS, All About Learning Press, Inc., a Wisconsin close corporation, with an address of 615 Commerce Loop, Eagle River, Wisconsin 54521 (hereafter "Assignor"), is the record owner of the trademark registrations and applications as set forth in the attached **Schedule A** (hereinafter "the Marks"); and

WHEREAS, All About Learning Inc., a Delaware corporation, with an address of 7700 Windrose Ave, #G300, Plano, Texas 75024 (hereafter "Assignee"), is desirous of acquiring all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor acknowledges that, by as of the date hereof, it sold, assigned, transferred, and conveyed to Assignee all right, title, and interest in and to the Marks together with the goodwill of business symbolized thereby, and the right to sue and recover damages for past infringements thereof.

The provisions of this instrument are subject, in all respects, to the terms and conditions of that certain Asset Purchase Agreement dated as of the date hereof, by and between the Assignor, Assignee and Greg S. Rippel and Marie S. Rippel (the "Purchase Agreement"), including, without limitation, all of the covenants, representations and warranties contained therein, all of which shall survive the execution and delivery of this instrument to the extent indicated in the Purchase Agreement. Nothing contained in this instrument shall be deemed to modify, amend or supersede any of the terms or conditions of the Purchase Agreement. In the event of any conflict or inconsistency between the terms and conditions of this instrument and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall prevail. This instrument shall be binding upon Seller and its successors and assigns, and shall inure to the benefit of Buyer and its successors and assigns

[Signature page follows.]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment to be effective as of the date first written above.

ASSIGNOR:

ALL ABOUT LEARNING PRESS, INC.,
a Wisconsin close corporation

By: 
Name: Greg S. Rippel
Title: President

ASSIGNEE:

ALL ABOUT LEARNING INC.,
a Delaware corporation

By: _____
Name: Thomas B. Beauchamp
Title: President

IN WITNESS WHEREOF, the parties hereto have executed this Assignment to be effective as of the date first written above.

ASSIGNOR:

ALL ABOUT LEARNING PRESS, INC.,
a Wisconsin close corporation

By: _____
Name: Greg S. Rippel
Title: President

ASSIGNEE:

ALL ABOUT LEARNING INC.,
a Delaware corporation

By:  _____
Name: Thomas B. Beauchamp
Title: President

SCHEDULE A

United States

Mark	Registration	Registration Date	Classes
All About Word	4727527	April 28, 2015	009
All About Word	3975325	June 7, 2011	035
All About Word Combined Word + Bee	457097	July 29, 2014	016, 035, 041
All About Word Combined Word + Bee	6007144	March 10, 2020	041
Bee Design	3834104	August 17, 2010	016, 035
All About Word	3865921	October 19, 2010	016, 041

Foreign

Country	Trademark/Classes	Registration or Application Number
United Kingdom	All About word mark in classes 009, 016, 035, 041	WO0000001465544
New Zealand	All About word mark in classes 009, 016, 035, 041	Registration Number 1120304/International Trademark Registration Number 1465544
Canada	All About word mark in classes 009, 016, 035, 041	Application Number 1968609
Australia	All About word mark in classes 009, 016, 035, 041	Australian Trademark Number 2008330/International Trademark Registration Number 1465544