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FORM PTO-1618A Expires 06/30/99

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Authorization t	o charge additional fees: Yes X No
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# RECORDATION FORM COVER SHEET CONTINUATION TRADFMARKS ONLY

U.S. Department of Commerce Patent and Trademark Office TRADEMARK

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# RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

U.S. Department of Commerce Patent and Trademark Office TRADEMARK

Conveying Party Enter Additional Conveying Party	Mark if additional names of conveying parties attached  Execution Date  Month Day Year
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73495446 73624815 7562294	40 [1796011 2062768 [1794948 ]
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# RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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U.S. Department of Commerce Patent and Trademark Office TRADEMARK

Conveying Party Enter Additional Conveying Party	Mark if additional names of conveying parties attached Execution Date
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Corporation Association  Other  Citizenship/State of Incorporation/Organization  Trademark Application Number(s) or Register either the Trademark Application Number or the Register Trademark Application Number (s)  75621902 75395946 74462085  75621125 75481030 75167387  75623330 75380629 75167383	assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)  Stration Number(s)  Mark if additional numbers attached tration Number (DO NOT ENTER BOTH numbers for the same property).  Registration Number(s)  1904988  2219095  2173208  2256138  2209373  2169772  1281527  0850146  2139305
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### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
Property Constitution	R	EGISTRATION	\$		
A GOLDEN BOOK® (Stylized)	16	75/174,591	9/30/96	2,101,437	9/30/97
"GOLDEN SOUND STORY DESIGN"® (Trade Dress - Classic Version - does not feature any words)	9	74/332,148	11/18/92	2,124,462	12/23/97
"GOLDEN SOUND STORY DESIGN" ® (Trade Dress - Deluxe Version - does not feature any words)	9	74/332,144	11/18/92	2,100,456	9/23/97
"GOLDEN SOUND STORY DESIGN" ® (Trade Dress - Little Version - does not feature any words)	9	74/332,150	11/18/92	2,104,348	10/7/97
A BIG GOLDEN BOOK®	16	73/831,018	10/6/89	1,614,835	9/25/90
A BIG GOLDEN BOOK® (Stylized)	16	75/173,984	9/30/96	2,105,228	10/14/97
A FIRST LITTLE GOLDEN BOOK®	16	323,939	8/17/81	1,256,065	11/1/83
A FIRST LITTLE GOLDEN BOOK® (Stylized)	16	75/174,011	9/30/96	2,103,251	10/7/97
A GOLDEN BOARD BOOK® (Stylized)	16	75/173,983	9/30/96	2,105,227	10/14/97
A GOLDEN BOARD BOOK®	16	75/181,957	10/16/96	2,103,380	10/7/97
A GOLDEN BOOK VIDEO CLASSIC®	9	73/782,053	2/21/89	1,566,896	11/21/89

4565/31930-005 NYLIB1/932644 v7 Page 1 of 13 Page Schedule 1-A-1

#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A GOLDEN BOOK®	16	327,649	9/11/81	1,196,795	6/1/82
A GOLDEN CARRY ME BOOK®	16	74/325,266	10/26/92	1,845,118	7/12/94
A GOLDEN CLASSIC DESIGN® (Child sitting on vine reading - features no words)	16	73/592,210	4/3/86	1,412,338	10/7/86
A GOLDEN CLASSIC®	16	73/592,211	4/3/86	1,414,959	10/28/86
A GOLDEN CLOTH BOOK®	16	73/343,228	12/24/81	1,204,544	8/10/82
A GOLDEN EASY READER®	16	73/745,851	8/10/88	1,535,267	4/18/89
A GOLDEN FRAGRANCE BOOK®	16	73/049,949	4/18/75	1,041,746	6/22/76
A GOLDEN FRIENDLY BOOK®	16	73/684,462	9/16/87	1,495,072	7/5/88
A GOLDEN FUN & GAMES BOOK®	16	73/032,596	9/20/74	1,029,342	1/6/76
A GOLDEN GLOW IN THE DARK BOOK®	16	74/133,738	1/28/91	1,680,335	3/24/92
A GOLDEN GUIDE®*	16	73/021,106	5/10/74	1,011,003	5/20/75
A GOLDEN JUNIOR CLASSIC®	16	73/697,039	11/23/87	1,516,352	12/13/88
A GOLDEN JUNIOR GUIDE®	16	74/301,225	8/3/92	1,783,436	7/20/93
A GOLDEN LITTLE LOOK- LOOK BOOK & DESIGN®	16	73/818,479	8/10/89	1,591,987	4/17/90

4565/31930-005 NYLIB1/932644 v7 Page 2 of 13 Page Schedule 1-A-1

### THE GOLDEN BOOKS TRADEMARK PROPERTIES

# Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A GOLDEN LITTLE LOOK- LOOK BOOK®	16	74/106,785	10/17/90	1,668,486	12/17/91
A GOLDEN LITTLE SUPER SHAPE BOOK®	16	74/308,295	8/27/92	1,820,597	2/8/94
A GOLDEN LITTLE SUPER SHAPE BOOK® (Stylized)	16	75/174,551	9/30/96	2,106,979	10/21/97
A GOLDEN LOOK-LOOK BOOK & DESIGN®	16	73/826,969	9/22/89	1,596,387	5/15/90
A GOLDEN LOOK-LOOK®	16	95,712	8/5/76	1,078,891	12/6/77
A GOLDEN MELODY BOOK & DESIGN®	16	73/439,438	8/15/83	1,296,071	9/18/84
A GOLDEN NAPTIME TALE®	16	74/140,213	2/19/91	1,690,131	6/2/92
A GOLDEN POCKET BOARD BOOK®	16	74/304,706	8/17/92	1,784,840	7/27/93
A GOLDEN READINESS WORKBOOK®	16	73/045,090	2/24/75	1,029,376	1/6/76
A GOLDEN SCRATCH AND SNIFF BOOK®	16	136,507	8/5/77	1,105,116	10/31/78
A GOLDEN SPECIAL®	16	73/034,145	1/31/75	1,024,193	11/4/75
A GOLDEN STAMP BOOK®	16	332,368	10/13/81	1,196,796	6/1/82
A GOLDEN STORYTIME BOOK & DESIGN®	16	319,134	7/15/81	1,196,793	6/1/82
A GOLDEN STURDY BOOK®	16	308,190	4/30/81	1,197,866	6/15/82

4565/31930-005 NYLIB1/932644 v7 Page 3 of 13 Page Schedule 1-A-1

#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A GOLDEN STURDY SHAPE BOOK®	16	294,727	1/28/81	1,198,688	6/22/82
A GOLDEN SUPER-DUPER SHAPE BOOK®	16	74/307,893	8/26/92	1,842,357	6/28/94
A GOLDEN SUPER-DUPER SHAPE BOOK® (Stylized)	16	75/174,593	9/30/96	2,103,271	10/7/97
A GOLDEN SUPER ADVENTURE BOOK & DESIGN®	16	518,933	1/23/85	1,351,647	7/30/85
A GOLDEN SUPER SHAPE BOOK®	16	73/645,790	2/20/87	1,456,506	9/8/87
A GOLDEN SUPER SHAPE BOOK® (Stylized)	16	75/173,985	9/30/96	2,103,250	10/7/97
A GOLDEN TAKE-A-LOOK BOOK®	16	74/542,739	6/27/94	1,934,340	11/7/95
A GOLDEN TAKE-A-LOOK BOOK® (Stylized)	16	75/174,592	9/30/96	2,101,438	9/30/97
A GOLDEN TOUCH AND FEEL BOOK®	16	73/310,701	5/18/81	1,196,788	6/1/82
A GOLDEN TREASURY®	16	73/830,489	10/10/89	1,604,601	7/3/90
A GOLDEN YUMMY BOOK®	16	789,093	3/24/89	1,564,501	11/17/89
A LITTLE GOLDEN BOOK®	16	72/340,860	10/15/69	899,690	9/29/70
A LITTLE GOLDEN BOOK®	9	75/094,275	4/25/96	2,189,691	9/15/98
A LITTLE GOLDEN BOOK® (Stylized)	9; 16	75/173,595	9/30/96	2,163,295	6/9/98

4565/31930-005 NYLIB1/932644 v7 Page 4 of 13 Page Schedule 1-A-1

#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A LITTLE GOLDEN STORYBOOK®	16	75/272,510	4/10/97	2,188,546	9/8/98
A LITTLE LITTLE GOLDEN BOOK®	16	73/727,172	5/9/88	1,542,487	6/6/89
A LITTLE LITTLE GOLDEN BOOK® (Stylized)	16	75/174,012	9/30/96	2,103,252	10/7/97
BABY'S FIRST GOLDEN BOOK®	16	343,244	12/24/81	1,204,545	8/10/82
BIG LITTLE GOLDEN BOOK®	16	585,771	3/3/86	1,410,469	9/23/86
FIRST LITTLE GOLDEN BOOKS®	16	323,938	8/17/81	1,221,652	12/28/82
FIRST LITTLE GOLDEN BOOKS® (Stylized)	16	75/173,976	9/30/96	2,101,428	9/30/97
G DESIGN™ (Goldie Logo)	16	75/977,641	12/8/96	2,202,310	11/3/98
G DESIGN® (Goldie Logo)	35; 41	75/210,689	12/9/96	2,198,947	10/20/98
GOLD KEY AND DESIGN®	16	74/226,264	11/29/91	1,867,600	12/13/94
GOLD KEY®	16	74/437,827	9/20/93	1,874,665	1/17/95
GOLDEN & DESIGN® (Sun Rising Logo)	9	541,521	6/4/85	1,372,325	11/26/85
GOLDEN & DESIGN® (Sun Rising Logo)	28	418,740	3/24/83	1,278,155	5/15/84
GOLDEN & DESIGN® (Sun Rising Logo)	28	424,477	5/4/83	1,279,097	5/22/84
GOLDEN & DESIGN® (Sun Rising Logo)	16	441,887	8/31/83	1,291,016	8/21/84

4565/31930-005 NYLIB1/932644 v7 Page 5 of 13 Page Schedule 1-A-1

## THE GOLDEN BOOKS TRADEMARK PROPERTIES Registrations and Pending Trademarks and Service Marks

ons and Pending Trademarks and Service Mark
(U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN & DESIGN® (Sun Rising Logo)	16	505,135	10/22/84	1,333,249	4/30/85
GOLDEN & DESIGN® (Sun Rising Logo)	28	497,276	8/30/84	1,349,701	7/16/85
GOLDEN & DESIGN® (Sun Rising Logo)	16	404,040	11/26/82	1,262,996	1/3/84
GOLDEN BOARD BOOK®	16	767,642	12/5/88	1,549,139	7/25/89
GOLDEN BOOK CLUB®	42	74/059,543	5/17/90	1,679,065	3/10/92
GOLDEN BOOK 'N' TAPE®	9	73/5 <b>72,</b> 637	12/6/85	1,401,064	7/15/86
GOLDEN BOOK STEP AHEAD VIDEO®	9	73/609,549	7/14/86	1,430,078	2/24/87
GOLDEN BOOK VIDEO & DESIGN®	9	73/525,286	3/4/85	1,360,286	9/17/85
GOLDEN BOOK VIDEO®	9	73/525,229	3/4/85	1,357,853	9/3/85
GOLDEN BOOK®	16	72/388,264	4/2/71	931,795	4/4/72
GOLDEN BOOKS & DESIGN® (Poky Logo)	42	74/523,539	5/10/94	1,947,587	1/9/96
GOLDEN BOOKS & DESIGN® (Poky Logo)	9	74/523,537	5/10/94	1,949,631	1/16/96
GOLDEN BOOKS & DESIGN® (Poky Logo)	16	74/732,050	9/18/95	2,013,497	11/5/96
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	9	75/021,768	11/17/95	2,217,543	1/12/99
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	28	75/021,769	11/17/95	2,221,897	2/2/99

4565/31930-005 NYLIB1/932644 v7 Page 6 of 13 Page Schedule 1-A-1

### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	16	75/021,770	11/17/95	2,223,020	2/9/99
GOLDEN BOOKS & DESIGN® (Sun Rising Logo)	9	74/459,982	11/18/93	1,899,487	6/13/95
GOLDEN BOOKS & DESIGN® (Poky Logo)	28	74/523,540	5/10/94	1,962,392	3/12/96
GOLDEN BOOKS & DESIGN® (Sunburst Logo)	42	75/034,229	12/1/95	2,080,174	7/15/97
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	9	75/016,826	10/27/95	1,993,697	8/13/96
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	28	74/722,021	8/28/95	1,993,467	8/13/96
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	16	74/559,242	8/10/94	2,006,749	10/8/96
GOLDEN BOOKS INTERACTIVE & DESIGN®	9	74/681,030	5/30/95	2,007,251	10/8/96
GOLDEN BOOKS INTERACTIVE®	9	74/693,980	6/26/95	2,111,088	11/4/97
GOLDEN BOOKS STORYLAND FOR KIDS & DESIGN®	42	74/569,576	9/2/94	1,959,799	3/5/96
GOLDEN BOOKS®*	16	74/497,666	3/7/94	1,883,540	3/14/95
GOLDEN BOOKS®	42	74/120,204	12/3/90	1,669,838	12/2/91
GOLDEN BOOKS®	9	75/037,203	12/26/95	2,040,152	2/25/97
GOLDEN COZY®	16	74/473,563	12/27/93	1,960,811	3/5/96

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#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'i Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	16	403,918	11/26/82	1,261,732	12/20/83
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	16	411,894	2/1/83	1,270,759	3/20/84
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	28	424,478	5/4/83	1,281,687	6/12/84
GOLDEN GALLERY®	28	74/234,108	12/30/91	1,779,751	6/29/93
GOLDEN GO ALONG BOOK 'N' TAPE®	9	73/766,809	12/1/88	1,549,012	7/25/89
GOLDEN LEARN ABOUT LIVING®	16	73/532,867	4/18/85	1,364,454	10/8/85
GOLDEN LEISURE LIBRARY® (Stylized)	16	73/033,038	9/26/74	1,027,930	12/23/75
GOLDEN MELODY®	16	73/439,452	8/15/83	1,289,005	8/7/84
GOLDEN MINIATURE®	28	73/499,806	9/17/84	1,333,418	4/30/85
GOLDEN MUSIC & DESIGN®	9	74/024,266	1/29/90	1,633,025	1/29/91
GOLDEN MUSIC®	9	73/838,599	11/13/89	1,607,333	7/24/90
GOLDEN PLAY LIGHTS®	16	74/358,653	2/11/93	1,951,674	1/23/96
GOLDEN PRESS SHOPPER'S SERVICE®	42	73/410,834	1/24/83	1,297,089	9/18/84
GOLDEN PRESS®	16	72/338,827	9/24/69	896,937	8/18/70

4565/31930-005 NYLIB1/932644 v7 Page 8 of 13 Page Schedule 1-A-1

# THE GOLDEN BOOKS TRADEMARK PROPERTIES Registrations and Pending Trademarks and Service Marks

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(U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN SCIENCE CLOSE- UP SERIES®	16	74/137,828	2/11/91	1,709,967	8/25/92
GOLDEN SEEK 'N' SOUND®	28	74/358,657	2/11/93	1,825,889	3/8/94
GOLDEN SHOWCASE®	42	74/331,292	11/16/92	1,808,641	11/30/93
GOLDEN SIGHT 'N' SOUND & DESIGN®	16	74/358,532	2/11/93	1,802,079	11/2/93
GOLDEN SING ALONG DESIGN® (Trade Dress - does not feature any words)	9	74/332,147	11/18/92	2,064,160	5/20/97
GOLDEN SING ALONG®	16	74/279,662	5/29/92	1,823,715	2/22/94
GOLDEN SONG BOOK 'N' TAPE®	9	756,556	10/7/88	1,538,049	5/9/89
GOLDEN SOUND PUZZLE®	28	74/284,473	6/15/92	1,792,199	9/7/93
GOLDEN SOUND STORY & DESIGN®	16	74/206,824	9/23/91	1,708,132	8/18/92
GOLDEN SOUND STORY®	16	74/362,981	3/1/93	1,807,495	11/30/93
GOLDEN STEP AHEAD & DESIGN®	16	474,977	4/11/84	1,328,466	4/2/85
GOLDEN STEP AHEAD & DESIGN®	9	518,982	1/23/85	1,364,206	10/8/85
GOLDEN STEP AHEAD PLUS®	16	622,985	9/29/86	1,438,581	5/5/87
GOLDEN STEP AHEAD®	16	73/805,991	6/12/89	1,586,727	3/13/90
GOLDEN STEP AHEAD®	16	477,287	4/25/84	1,339,161	6/4/85
GOLDEN STEP AHEAD®	9	517,655	1/11/85	1,350,485	7/23/85

4565/31930-005 NYLIB1/932644 v7 Page 9 of 13 Page Schedule 1-A-1

## THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN STEP AHEAD®	16	537,431	5/13/85	1,368,956	11/5/85
GOLDEN STEP AHEAD®	28	610,750	7/21/86	1,431,344	3/3/87
GOLDEN STORY BOOK 'N' TAPE®	9	756,558	10/7/88	1,538,050	5/9/89
GOLDEN STORYLAND FOR KIDS & DESIGN®	42	74/497,018	3/4/94	1,885,466	3/21/95
GOLDEN TALKING TALES®	16	74/359,128	2/16/93	1,838,422	5/31/94
GOLDEN TELL-A-TALE®	16	73/585,773	3/3/86	1,410,470	9/23/86
GOLDEN®	16	793,532	4/13/89	1,569,673	12/5/89
GOLDEN®*	9	74/155,049	4/8/91	1,694,132	6/16/92
GOLDEN®	28	72/433,188	8/18/72	962,615	7/3/73
GOLDEN®	28	441,888	8/31/83	1,291,337	8/21/84
GOLDEN®	16	104,510	10/26/76	1,075,521	10/18/77
GOLDENCRAFT DESIGN® (Round star shape with griffin)	16	72/432,645	8/14/72	978,146	2/5/74
GOLDENCRAFT®	16	73/079,456	3/8/76	1,053,290	11/23/76
GOLDENVISION & DESIGN®	9	646,309	2/24/87	1,457,284	9/15/87
GOLDENVISION®	9	73/784,481	3/3/89	1,586,574	3/13/90
LITTLE GOLDEN BOOK DESIGN® (Gold Spine/Animals)	16	73/317,486	7/2/81	1,250,300	9/6/83

4565/31930-005 NYLIB1/932644 v7 Page 10 of 13 Page Schedule 1-A-1

### THE GOLDEN BOOKS TRADEMARK PROPERTIES

## Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
LITTLE GOLDEN BOOK DESIGN® (Format Trade Dress/Animals Spine)	16	73/431,481	6/20/83	1,312,277	6/1/85
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	28	73/766,999	12/2/88	1,579,180	1/23/90
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	16	73/766,997	12/2/88	1,580,028	1/30/90
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	9 16	73/776,568	1/2/89	1,556,660	9/19/89
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	9	73/771,898	12/24/88	1,568,073	11/28/89
LITTLE GOLDEN BOOK LAND®	9 16 28	73/783,608	2/24/89	1,574,535	1/2/90
LITTLE GOLDEN BOOKS®	16	72/382,853	2/1/71	931,794	4/4/72
LITTLE GOLDEN BOOKS® (Stylized)	16	75/173,986	9/30/96	2,105,229	10/14/97
LITTLE GOLDEN SOUND STORY®	16	74/362,985	3/1/93	1,803,242	11/9/93
LITTLE LITTLE GOLDEN BOOKS® (Stylized)	16	75/174,013	9/30/96	2,103,253	10/7/97
MY FIRST GOLDEN BOARD BOOK®	16	74/075,656	7/5/90	1,646,830	6/4/91

4565/31930-005 NYLIB1/932644 v7 Page 11 of 13 Page Schedule 1-A-1

#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
MY FIRST GOLDEN BOARD BOOK® (Stylized)	16	75/174,590	9/30/96	2,103,270	10/7/97
MY FIRST GOLDEN SOUND STORY®	16	74/360,160	2/11/93	1,832,199	4/19/94
THE GOLDEN BOOK ENCYCLOPEDIA®	16	717,874	3/21/88	1,5 <b>10,</b> 101	10/25/88
THE GOLDEN SCIENCE CLOSE-UP SERIES & DESIGN®	16	74/207,259	9/26/91	1,701,778	7/21/92

4565/31930-005 NYLIB1/932644 v7 Page 12 of 13 Page Schedule 1-A-1

#### THE GOLDEN BOOKS TRADEMARK PROPERTIES

Registrations and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
		PDI (CLUG(O))			
G DESIGN™ (Goldie Logo)	9	75/209,714	12/9/96		
G DESIGN™ (Goldie Logo)	28	75/210,691	12/9/96		
G DESIGN™ (Goldie Logo)®	16	75/210,072	12/8/96	2,237,284	
GOLDEN BOOKSSM	41	75/1 <b>20,280</b>	6/17/96		
LITTLE GOLDEN BOOK DESIGN™ (Gold Spine/Stars)	28	75/021,772	11/17/95		
LITTLE GOLDEN BOOK DESIGN™ (Format Trade Dress/Stars Spine)	28	75/024,082	11/17/95		
LITTLE GOLDEN BOOK DESIGN™ (Format Trade Dress/Stars Spine)	16	75/024,087	11/17/95		
GOLD SPINE DESIGN™	16	75/446,162	3/6/98		
GOLDEN STORYBOOK LAND <sup>SM</sup>	41	75/434,715	2/17/98		
A GOLDEN SQUEAK-TIME BOOK™	16	75/434,713	2/17/98	2,302,770	12/21/99
GOLDEN GAMES™	42	75/403,970	12/11/97		

4565/31930-005 NYLIB1/932644 v7 Page 13 of 13 Page Schedule 1-A-1

<sup>\*</sup>Licensed to St. Martin's Press, Incorporated pursuant to purchase agreement and order of the Bankruptcy Court dated March 25, 1999.

#### MISCELLANEOUS TRADEMARK PROPERTIES

Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
		and which come			
A LITTLE NUGGET BOOK®	16	74/172,182	6/3/91	1,742,274	12/22/92
A LITTLE STORYLAND BOOK®	16	73/684,461	9/16/87	1,488,415	5/17/88
A MERRIGOLD MINIATURE®	16	73/379,363	9/26/80	1,193,978	4/20/82
A MERRIGOLD PRESS DRIVE AWAY BOOK®	16	74/505,937	3/28/94	1,918,844	9/12/95
A MERRIGOLD PRESS TELL-A- TALE®	16	74/559,250	8/10/94	1,941,834	12/12/95
A MILLION BUCKS®	28	73/830,737	10/11/89	1,621,380	11/6/90
A S-T-R-E-T-C-H A STRING BOOK®	16	74/656,160	2/21/95	2,041,209	2/25/97
A SHAPED LITTLE NUGGET BOOK®	16	74/500,543	3/15/94	1,926,436	10/10/95
A SHAPED NAPTIME TALE®	16	74/588,309	10/17/94	1,962,486	3/12/96
ACTIONCAPS®	16	74/484,062	1/31/94	1,899,858	6/13/95
AMERICAN FREEDOM LIBRARY		75/490,807			
AMERICAN REFERENCE LIBRARY		75/474,548			
AN EASIER START MOVIE STORYBOOK®	16	75/290,940	5/13/97	2,219,659	1/19/99
AN EASIEST START MOVIE STORYBOOK®	16	75/290,941	5/13/97	2,219,660	1/19/99
AN EASY START MOVIE STORYBOOK®	16	75/290,942	5/13/97	2,219,661	1/19/99
ARTISTS & WRITERS GUILD AND DESIGN®	16	74/335,502	11/30/92	1,833,320	4/26/94
ARTISTS & WRITERS GUILD BOOKS AND DESIGN®	16	74/387,253	5/6/93	1,863,202	11/15/94

Page 1 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

#### MISCELLANEOUS TRADEMARK PROPERTIES

Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
ARTISTS & WRITERS GUILD BOOKS®	16	74/601,087	11/21/94	1,925,445	10/10/95
BATHS WITH LAUGHS®	16	74/627,939	1/31/95	2,049,627	4/1/97
BATTLE OF THE DINOSAURS®	28	74/339,520	12/14/92	1,811,618	12/14/93
BIG FUN SOUNDS®	16	74/459,984	11/18/93	1,903,555	7/4/95
BIG LITTLE BOOK®	16	72/322,022	3/18/69	902,127	11/10/70
BROADWAY COMICS	16	74/636,878	2/21/95	2,012,719	10/29/96
BUG OFF®	28	73/284,455	11/3/80	1,202,874	7/27/82
CAMP STEP AHEAD®	16	74/206,160	9/23/91	1,749,391	1/26/93
COLOR EXPRESS®	16	74/312,504	9/10/92	1,820,601	2/8/94
COLOR EXPRESS® (Stylized)	16	74/312,505	9/10/92	1,820,602	2/8/94
COLOR SURPRISE®	16	75/045,010	11/13/95	2,171,617	7/7/98
CREATURECAPS®	16	74/484,065	1/31/94	1,904,989	7/11/95
CUSTOM PUBLISHING®	42	73/823,525	11/24/89	1,591,540	4/10/90
DESIGNS BY ME		75/564,883			
DESIGNS BY ME®	16	74/497,668	3/7/94	1,904,990	7/11/95
DISORDERLY CONDUCT®	28	74/462,076	11/8/93	1,861,056	11/1/94
EAGER READER® (Stylized)	16	73/031,897	9/12/74	1,017,999	8/12/75

Page 2 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

### MISCELLANEOUS TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
FATALE®	16	74/680,875	5/26/95	2,007,250	10/8/96
FEDERAL REFERENCE LIBRARY		75/525,598			
FIRST FUN & DESIGN® (Blocks Logo)	16	74/155,207	4/8/91	1,671,116	1/7/92
FIRST FUN®*	16	73/366,090	5/24/82	1,229,737	3/8/83
FLIPFLEX®	28	74/282,269	6/8/92	1,780,872	7/6/93
FLY CAPS®	16	74/609,940	12/12/94	1,980,272	6/11/96
FLYING FRENCH FRIES®	28	74/305,497	8/19/92	1,848,260	8/2/94
FRAME-TRAY®	28	232,861	9/26/79	1,190,096	2/16/82
FRAME-TRAY®	28	75/169,279	9/20/96	2,105,180	10/14/97
FURRY FACE®	16	74/417,311	7/26/93	1,870,544	12/27/94
GIANT STICKER FUN®	16	74/155,203	4/8/91	1,690,141	6/2/92
GIRL TALK AND DESIGN®	16	73/739,904	7/11/88	1,590,824	4/10/90
GIRL TALK®	9	74/505,185	3/25/94	1,884,772	3/21/95
GIRL TALK®	16	72/391,235	5/6/71	925,538	12/14/71
HEAR! HEAR!®	16	74/479,496	1/18/94	1,906,516	7/18/95
HOME REFERENCE LIBRARY		75/525,599			
HOTSCOPES®	16	74/336,729	12/4/92	1,819,484	2/1/94
HUBCAPS®	16	74/484,063	1/31/94	1,899,859	6/13/95
JR. GOLFER				2,168,710	
KNIGHTS ON BROADWAY	16	75/146,679	8/7/96	2,091,091	8/26/97
LEARN WITH ME®	9	73/315,954	6/22/81	1,202,566	7/27/82

<sup>\*</sup>Currently registered under the name "Western Publishing Company, Inc. We are in the process of recording the name change to "Golden Books Publishing Company, Inc."

Page 3 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

#### MISCELLANEOUS TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
LITERATURE REFERENCE LIBRARY		75/481,031			
LITTLE LOOK-IN®	16	74/267,183	3/11/93	1,846,217	7/19/94
LITTLE LULU®	16	72/419,687	3/27/72	958,607	5/8/73
LITTLE LULU®	16	72/420,496	4/5/72	959,441	5/22/73
LITTLE LULU®	16	72/436,008	9/18/72	962,620	7/3/73
LITTLE LULU®	16	72/460,870	6/20/73	990,189	8/6/74
MAGIC CORNER®	16	74/417,029	7/26/93	1,865,270	11/29/94
MAGIC SLATE PLUS®	28	74/058,604	5/14/90	1,642,916	4/30/91
MAGIC SLATE®	28	73/495,446	8/17/84	1,329,834	4/9/85
MAGNUS ROBOT FIGHTER®	16	74/335,510	11/30/92	1,860,373	10/25/94
MARK & SEE®	16	73,793,534	4/13/89	1,570,907	12/12/89
MATHEMATICS REFERENCE LIBRARY		75/481,197			
MERRIGOLD & DESIGN® (Flower with Smiling Face Logo)	16	74/319,373	10/2/92	1,820,606	2/8/94
MERRIGOLD PRESS & DESIGN® (Flower Logo)	16	74/533,161	6/3/94	1,924,620	10/3/95
MERRIGOLD PRESS & DESIGN® (Flower Logo)	28	75/037,204	12/26/95	2,124,229	12/23/97
MERRIGOLD PRESS & DESIGN® (Children Reading Logo)	16	73/624,815	10/9/86	1,443,120	6/16/87
MERRIGOLD PRESS®	16	73/317,363	7/2/81	1,202,005	7/20/82
MY FIRST SOUND STORY®	16	75/046,586	1/22/96	2,065,939	5/27/97
NATURE SHAPE®	16	74/393,082	5/21/93	1,860,388	10/25/94
PAINT WITH WATER & DESIGN® (Rainbow Logo)	16	73/437,696	8/3/83	1,301,577	10/23/84

Page 4 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

### MISCELLANEOUS TRADEMARK PROPERTIES

Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
PAT THE BUNNY**		75/649,680			
PAT THE BUNNY®**	28	73/702,316	12/21/87	1,654,411	8/20/91
PICTUREMATION®	9	73/583,752	2/19/86	1,409,304	9/16/86
PIRATE'S GOLD® (Stylized)	28	74/244,853	2/10/92	1,832,306	4/19/94
PLAY LIGHTS®	16	74/347,274	1/11/93	1,849,257	8/9/94
POPPIN' POPCORN®	28	74/325,782	10/26/92	1,796,011	9/28/93
POWERS THAT BE	16	74/640,345	2/22/95	2,007,137	10/8/96
PRESIDENTIAL REFERENCE LIBRARY		75/481,100			
PRESS 'N' LISTEN®	9	74/479,863	1/18/94	1,875,136	1/24/95
READ AND WEAR™	16	75/294,774	5/20/97	2,192,895	9/29/98
SCIENCE CLOSE-UP®	16	74/163,646	5/6/91	1,710,764	8/25/92
SCRATCH AND SNIFF & DESIGN™	16	75/297,619	5/23/97	2,219,674	1/19/99
SCREAMIN' 3-DTM®	16	75/155,258	8/23/96	2,220,767	1/26/99
SCUFFY THE TUGBOAT		75/622,940			
SCUFFY THE TUGBOAT™®	16	75/028,582	12/6/95	2,062,768	5/20/97
SEE-A-WORD®	16	73/310,734	5/18/81	1,196,233	5/25/82
SEEK AND PEEK®	28	73/281,973	10/16/80	1,196,919	6/1/82
SHADOW STATE	16	74/640,350	2/22/95	2,065,561	5/27/97
SHAPE 'N' TAPE®	9	74/479,114	1/14/94	1,949,492	1/16/96
SIGHT 'N' SOUND®	16	74/489,923	1/14/94	1,880,593	2/28/95
SILLY SOUND STORIES®	28	74/522,695	5/10/94	1,932,371	10/31/95
SOLAR MAN OF THE ATOM®	16	74/343,085	12/24/92	1,794,948	9/28/93

Page 5 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

### MISCELLANEOUS TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
SONG STEPPER®	16	74/259,574	3/27/92	1,766,709	4/20/93
SORT-A-SILLY®	28	74/434,328	9/7/93	1,890,635	4/18/95
SOUND OFF® (Stylized)	28	74/244,851	2/10/92	1,772,487	5/18/93
SOUND PICTURES®	28	74/696,194	7/3/95	2,007,265	10/8/96
SOUND STORY & DESIGN® (Blocks Logo)	16	73/831,591	10/16/89	1,634,014	2/5/91
SOUNDS BY ME & DESIGN®	16	74/511,400	4/8/94	1,926,441	10/10/95
SOUNDS BY ME®	16	74/505,948	3/28/94	1,903,562	7/4/95
SOUNDS OF THE SEASON®	16	74/479,519	1/18/94	1,899,855	6/13/95
STAR SEED	16	75/142,699	7/31/96	2,073,947	6/24/97
STEP AHEAD & DESIGN® (Ladder Logo)	16	74/607,876	12/7/94	1,986,311	7/9/96
STEP AHEAD®	9	74/524,874	5/16/94	1,946,092	1/2/96
STEP AHEAD®	16	74/681,898	5/30/95	1,968,573	4/16/96
STEP AHEAD®	16	73/489,158	7/9/84	1,325,789	3/19/85
STICKALONGS®	16	74/470,315	12/6/93	1,891,731	4/25/95
STICKER FUN®	16	73/315,088	6/17/81	1,202,001	7/20/82
STICKER STARTERS®	16	74/607,877	12/7/94	1,981,706	6/18/96
STORYTIME PLAYSET®	16	74/486,872	1/31/94	1,906,518	7/18/95
SWAT THAT FLY®	28	74/325,781	10/26/92	1,810,139	12/7/93
TALE 'N' TAPE®	9	74/218,965	11/4/91	1,812,763	12/21/93
TAWNY SCRAWNY LION		75/623,329			
TELL-A-TALE®	16	73/822,269	8/28/89	1,588,862	3/27/90
THE GINGHAMS®	16	73/827,581	9/25/89	1,594,210	5/1/90

Page 6 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

#### MISCELLANEOUS TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
THE GREENHOUSE A GUIDE TO INDOOR GARDENING®	16	73/234,057	10/5/79	1,170,142	9/22/81
THE LITTLE LULU SHOW		75/495,008	:		
THE OFFICIAL GIRL TALK FUN CLUB & DESIGN®	42	74/065,724	6/4/90	1,646,428	5/28/91
THE POKY LITTLE PUPPY		75/621,415	- · · · ·		
THE POKY LITTLE PUPPY		75/621,134	:		
THE POKY LITTLE PUPPY®	16	73/724,046	4/22/88	1,529,675	3/14/89
THE RAINBOW WORKS & DESIGN®	16	73/660,694	5/14/87	1,468,297	12/8/87
THE RAINBOW WORKS & DESIGN®	28	73/661,805	5/19/87	1,470,773	12/29/87
THE SAGGY BAGGY ELEPHANT		75/621,902			
THE SAGGY BAGGY ELEPHANT		75/621,125			
THE SCRIBBLER & DESIGN® (Owl Logo)	16	73/238,027	11/5/79	1,182,044	12/15/81
THE SHY LITTLE KITTEN		75/623,330			
THE SHY LITTLE KITTEN		75/622,934			
THE SHY LITTLE KITTEN®	16	74/158,105	4/17/91	1,713,539	9/8/92
THE SUNNY PAGES WESTERN KENTUCKY DIRECTORIES				2,019,249	
THROUGH THE WINDOW®	16	74/417,656	7/26/93	1,848,201	8/2/94
TINY TOTS®	16	74/416,372	7/26/93	1,849,280	8/9/94
TOOTLE		75/622,121			
TOOTLE		75/622,114			
TOUCH 'N' LISTEN®	9	74/479,857	1/18/94	1,875,135	1/24/95

Page 7 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

### MISCELLANEOUS TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
TRIXIE BELDEN®	16	91,497	6/24/76	1,060,755	3/8/77
TUBBY®	16; 28	32,508	9/20/74	1,057,536	2/1/77
TUROK DINOSAUR HUNTER®	16	74/341,952	12/14/92	1,812,922	12/21/93
TUROK THE DINOSAUR HUNTER™	28	75/395,946	11/25/97		
TYRANNOCAPS®	16	74/484,061	1/31/94	1,899,857	6/13/95
VISAGE COMICS	16	75/024,920	2/8/96	2,124,250	12/23/97
VISAGE COMICS	41	75/054,919	2/7/96	2,157,295	5/12/98
WAVE & DESIGN®	16	74/358,656	2/11/93	1,825,825	3/8/94
WAVE®	16	74/384,923	4/26/93	1,846,220	7/19/94
WESTERN & DESIGN® (W Logo)	35	72,433,303	8/21/72	954,215	2/27/73
WESTERN PUBLISHING®	42	73/822,618	8/28/89	1,601,559	6/12/90
WESTERN®	35	72/276,268	7/18/67	856,218	9/3/68
WILDLIFECAPS®	16	74/484,064	1/31/94	1,904,988	7/11/95

Page 8 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

#### MISCELLANEOUS TRADEMARK PROPERTIES

Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
WORLD HISTORY REFERENCE		75/481,030			
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LEADING TO READING™	35	75/380,629	10/29/97		
LEADING TO READING <sup>TM</sup>	41	75/380,720	10/29/97		
TOTALLY AMAZING®	16	75/462,641	4/2/98	2,256,138	
WE CELEBRATE THE FAMILYSM	28	75/124,104	6/24/96		
THE LITTLE LULU SHOW	41	75/495,008	6/2/98		
COLOR PLUS FUN	16	75/541,720	8/24/98		
SPACE FAMILY ROBINSON™	41	74/462,085	11/8/93		
DRIVE AWAY (WP Ref. 106)* registered under "Western Publishing"	16	73/428,020	5/31/83	1,281,527	6/12/84

Page 9 of 9 Schedule 1-B-1

4565/31930-005 NYLIB1/932650 v9

### A.

### "LASSIE" TRADEMARK PROPERTIES

# Registered and Pending Trademarks and Service Marks (U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
	100	्र । स्टब्स्ट्राइस	ites un contra		
LASSIE	28	74/390,911	5/17/93	2,169,777	6/30/98
LASSIE	3, 5, 6, 18, 21	73/137,918	8/17/77	1,089,519	4/18/78
LASSIE	41	72/034,711	7/31/57	670,403	11/25/58
LASSIE	5	74/507,675	3/31/94	2,000,556	9/17/96
LASSIE	9	74/370,706	3/22/93	2,219,095	1/19/99
LASSIE	16	74/714,226	8/11/95	2,209,373	12/8/98

#### LONE RANGER

Country	<u>Mark</u>	Reg. No./(Appl. No.)	Reg. Date/(Filing Date)	<u>Class</u>
USA	LONE RANGER	850,146	6/4/68	28
	LONE RANGER	2,116,491	11/25/97	25
	THE LONE RANGER	1,314,682	1/15/85	21
	THE LONE RANGER	770,539	5/26/64	41
	THE LONE RANGER	365,670	3/14/39	16
	LONE RANGER	2,173,208	7/14/98	9
	LONE RANGER	2,169,772	6/30/98)	16
	LONE RANGER	2,139,305	2/24/98	28
	SILVER	1,802,750	11/2/93	21
	Lone Ranger Theme Music	2,155,923	5/12/98	41
	Lone Ranger Theme Music	2,155,924	5/12/98	9

#### **UNDERDOG**

#### A. TRADEMARKS

**Trademark** 

Registration/Application No.

Design (Underdog)

UNDERDOG UNDERDOG

UNDERDOG

Application No. 75/167,387

Registration No. 2,145,933 Application No. 75/167,383

Application No. 75/182,377

#### ASSIGNMENT FOR SECURITY

#### (TRADEMARKS)

WHEREAS, Golden Books Publishing Company, Inc. ("Assignor") has adopted, used and is using the trademarks listed on the annexed Schedule which are registered or for which applications for registration have been filed in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, Assignor is obligated to the CIT Group/Business Credit, Inc., a New York corporation, as agent (referred to herein as the "Assignee") for the lenders (the "Lenders") named in the Revolving Credit and Term Loan Agreement, dated as of January 25, 2000, among Assignor, Foothill Capital Corporation as co-agent and as documentation agent, the Lenders, and the Assignee as agent (as the same may be amended, restated, modified or supplemented from time to time, the "Loan Agreement"), and Assignor has entered into a Security Agreement and Mortgage-Trademarks dated as of January 25, 2000 (the "Security Agreement") in favor of Assignee; and

WHEREAS, pursuant to the Security Agreement, Assignor has assigned to Assignee and granted to Assignee a security interest in, and mortgage on, all right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds and products thereof, including, without limitation, any and all causes of action which may exist by reason of infringement, counterfeiting or unfair competition thereof (the "Collateral"), to secure the payment, performance and observance of the Obligations, as defined in the Security Agreement;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby grant to Assignee a security interest in, and mortgage on, the Collateral to secure the prompt payment, performance and observance of the Obligations.

Assignor does hereby further acknowledge and affirm that the rights and remedies of Assignee with respect to the assignment of, security interest in and mortgage on the Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

Assignee's address is 1211 Avenue of the Americas, New York, New York 10036.

GOLDEN BOOKS PUBLISHING COMPANY, INC.

Name: Philip Galunes

Title: Chief Admin. Officer, EVP General Wunsel + Secretary

DOC #30059918.WPD

STATE OF NEW YORK	
	) ss.:
COUNTY OF NEW YORK	
	₩
On this $2\ell$	day of January, 2000, before me personally appeared
Philip balanes, tom	e known, who, being by me duly sworn, did depose and say that s/he
resides at $26E/0^{11}$	day of Jamay, 2000, before me personally appeared the known, who, being by me duly sworn, did depose and say that she of Golden Books Publishing Company, Inc. described in and which
Secretary c	of Golden Books Publishing Company, Inc. described in and which
executed the foregoing instrum	nent and that s/he signed her/his name thereto pursuant to such authority.

Notary Public

D. AG. CHAVFORD Platary Public, State of New York No. 010Ab026072 Qualified in plassac County Technication Expires June 28, 2001

DOC #30059918.WPD

**RECORDED: 01/31/2000**