

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-------------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| World Almanac Education Group, Inc. | | 05/20/2009 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | World Book, Inc. | | |
| Street Address: | 233 N. MICHIGAN AVENUE | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60601 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1469770 | F & W | |
| Registration Number: | 0952041 | FW | |
| Registration Number: | 0835506 | FUNK & WAGNALLS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)554-8015 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 312 554-8000 | | |
| Email: | rsacoff@pattishall.com | | |
| Correspondent Name: | Robert W. Sacoff | | |
| Address Line 1: | 311 S. Wacker Drive, Suite 5000 | | |
| Address Line 4: | Chicago, ILLINOIS 60606 | | |
| ATTORNEY DOCKET NUMBER: | 54400-87 | | |
| NAME OF SUBMITTER: | Robert W. Sacoff | | |

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| Signature: | /Robert W. Sacoff/ |
| Date: | 07/09/2009 |
| Total Attachments: 2 source=WAEG INC ASSG#page1.tif source=WAEG INC ASSG#page2.tif | |

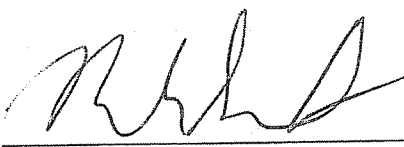
Trademark Assignment

This TRADEMARK ASSIGNMENT is made as of the 20 day of May, 2009 by World Almanac Education Group, Inc., a Delaware corporation ("Assignor"), to World Book, Inc., a Delaware corporation ("Assignee").

Whereas, Assignor is the owner of the trademarks set forth on Exhibit 1 hereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest throughout the world in and to the trademarks set forth on Exhibit 1 hereto, together with the associated goodwill and all applications, registrations, renewals, extensions and continuations relating thereto, and all rights to sue and recover for any and all past, present and future infringements thereof, for Assignee's own use and enjoyment of its successors, assigns, licensees and respective legal representatives.

World Almanac Education Group, Inc.

By: 

Name: Mark Sirota

Title: Assistant Secretary

SCHEDULE A
TRADEMARKS

| <u>Country</u> | <u>Mark</u> | <u>Registration #</u> | <u>Registration Date</u> |
|----------------|----------------------------|-----------------------|--------------------------|
| United States | f & w (Stylized) | 952041 | January 30, 1973 |
| United States | F & W | 1469770 | December 22, 1987 |
| United States | Funk & Wagnalls (Stylized) | 835506 | September 19, 1967 |
| Australia | Funk & Wagnalls | b431782 | August 16, 1985 |
| Australia | f & w (Stylized) | b431781 | August 16, 1985 |
| Brazil | Funk & Wagnalls | 819783625 | August 10, 1999 |
| Canada | f & w (Stylized) | 319654 | October 17, 1986 |

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