

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Scholastic, Inc.		04/01/2009	CORPORATION:
RECEIVING PARTY DATA			
Name:	Lessiter Publications, Inc.		
Street Address:	225 Regency Court		
City:	Brookfield		
State/Country:	WISCONSIN		
Postal Code:	53045		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3286090	SCHOLASTIC COACH AND ATHLETIC DIRECTOR	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	jnj@nprclaw.com		
Correspondent Name:	Joseph C. Niebler, Jr.		
Address Line 1:	N94 W17900 Appleton Avenue		
Address Line 4:	Menomonee Falls, WISCONSIN 53052		
NAME OF SUBMITTER:	Joseph C. Niebler, Jr.		
Signature:	/Joseph C. Niebler, Jr./		
Date:	06/04/2013		
Total Attachments: 1 source=Lessiter Trademark Assignment#page 1.tif			

OP \$40.00 3286090

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This Assignment is made as of April 1, 2009, by Scholastic Inc., a New York corporation with an address at 557 Broadway, New York, NY 10012 ("ASSIGNOR"), to Lessiter Publications, Inc., a Wisconsin corporation with an address at 225 Regency Court, Brookfield, WI 53045 ("ASSIGNEE").

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark COACH AND ATHLETIC DIRECTOR, together with the goodwill of the business symbolized by and associated with such trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

Scholastic Inc.



Name: Hugh Roome

Title: Executive Vice President