

## 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
Southwestern/Great American, Inc. d/b/a The Southwestern Company		03/15/2013	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Southwestern Advantage, Inc.		
Street Address:	2451 Atrium Way		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4322278	ADVANTAGE	
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:	amy@everhartlawfirm.com, maria@everhartlawfirm.com		
Correspondent Name:	Amy J. Everhart		
Address Line 1:	1400 Fifth Avenue North		
Address Line 4:	Nashville, TENNESSEE 37208		
NAME OF SUBMITTER:	Amy J. Everhart		
Signature:	/Amy J. Everhart/		
Date:	09/18/2013		
Total Attachments: 19 source=Southwestern Trademark Assignment#page1.tif			

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**ASSIGNMENT**


THIS ASSIGNMENT, effective March 15, 2013, is by and between Southwestern/Great American, Inc., dba The Southwestern Company with principal offices at 2451 Atrium Way, Nashville, Tennessee 37214 ("Assignor"), and Southwestern Advantage, Inc., a Tennessee corporation with principal offices at 2451 Atrium Way, Nashville, Tennessee 37214 ("Assignee");

WHEREAS, Assignor is the owner and/or possessor of certain marks and other intellectual property, and the goodwill associated therewith, including the images shown in Exhibit "A" made a part hereof, together with related websites, imprints, logos, trade dress and other intellectual property interests of Assignor for use in the publishing, marketing, sales, and distribution of certain of its goods and services (referred to herein collectively as the "IP Assets" for the purposes of this Assignment); and

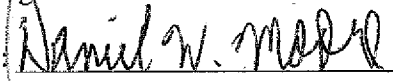
WHEREAS, Assignee is a wholly-owned subsidiary of Assignor engaged in producing, publishing, marketing, selling, distributing, and otherwise offering and providing said goods and services and desires to possess and use the IP Assets, as the sole owner thereof, to promote and carry out same.


NOW, THEREFORE, in exchange for good and valuable consideration given to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns, grants, and transfers to Assignee all of Assignor's right, title, and interest in and to the IP Assets and the intellectual work product, software, code, email addresses, domains, domain extensions, and derivative works related thereto; and, all goodwill associated therewith and derived therefrom; together with any and all income, royalties, fees, and powers that would otherwise belong, or are due and payable, to Assignor with respect to the IP Assets; and, in and to all causes of action, either in law or in equity, for past, present, or future misappropriation and/or infringement based on any of the IP Assets; and, in and to all rights corresponding to the foregoing throughout the world, now and forevermore.

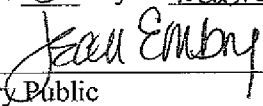
**SOUTHWESTERN/GREAT AMERICAN, INC.**, dba The Southwestern Company, Assignor

By:   
Name: Cynthia D. Johnstone  
Title: V.P., Secretary & Treasurer

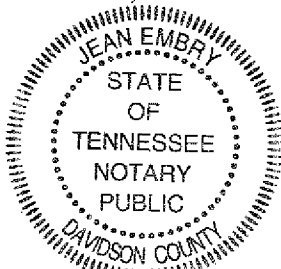
**SOUTHWESTERN ADVANTAGE, INC.**, Assignee

By:   
Name: Daniel W. Moore  
Title: President

Subscribed and sworn to before me on this 18<sup>th</sup> day of March, 2013  
  
Notary Public  
County of Davidson, State of Tennessee

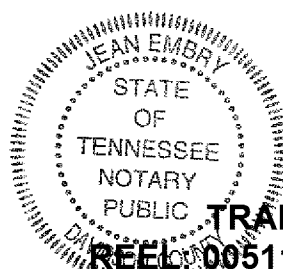
Subscribed and sworn to before me on this 15<sup>th</sup> day of March, 2013  
  
Notary Public  
County of Davidson, State of Tennessee

Seal:



My Commission Expires: **January 6, 2015**

Seal:



My Commission Expires: **January 6, 2015**

**TRADEMARK**  
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# **EXHIBIT "A"**

**SW** **SOUTHWESTERN**®



Products

Skwids

SW Parents

Translator

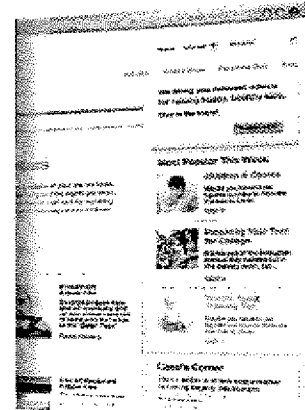
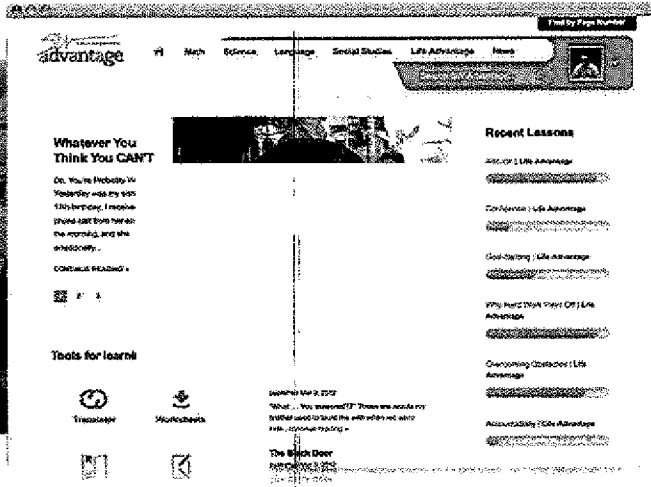
Summer Program

# Southwestern Advantage helps you do better in school and get ahead in life.

Videos that Help When You're Stuck

Tools to Help With Learning

Life Skills to Get ahead.

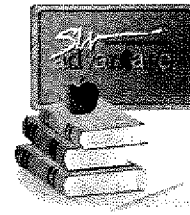
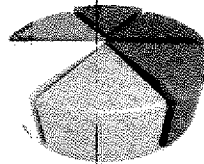
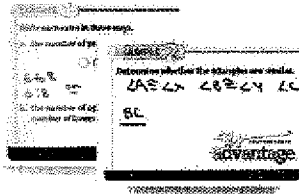


## Dealer Look Up

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### Get help with homework when you need it

Over 3,500 math videos of certified tutors explaining problems from the Southwestern Advantage books.

If you don't understand it on paper, the website will explain it step-by-step!

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### Get ahead in core academic subjects

Keep track of your progress with Southwestern Advantage. Watch yourself improve in all of your school subjects, from Math and Science – to Language and History! Take quizzes, watch videos, and download worksheets to get ahead.

Keep at it - you'll be a master in no time!

Learn more...

### Resources to help you ace tests & exams

Worksheets, quizzes, links, and more. Choose the tools that work best for you, and make your study time far more effective!

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Learning Insights



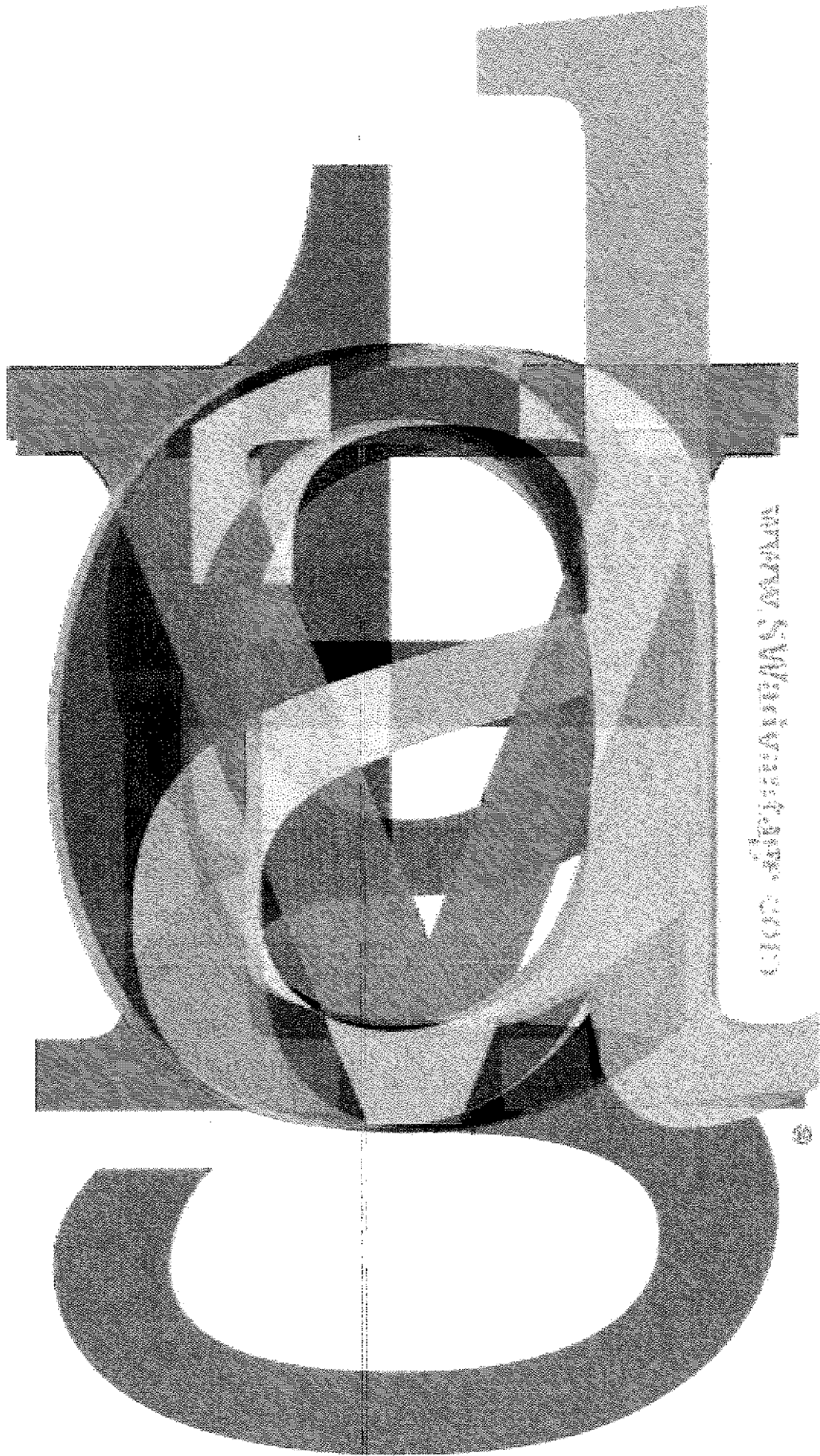
Life Advantage

## Hablo Español?

Language Learning

**WESTERN**  
**SOUTHWESTERN**

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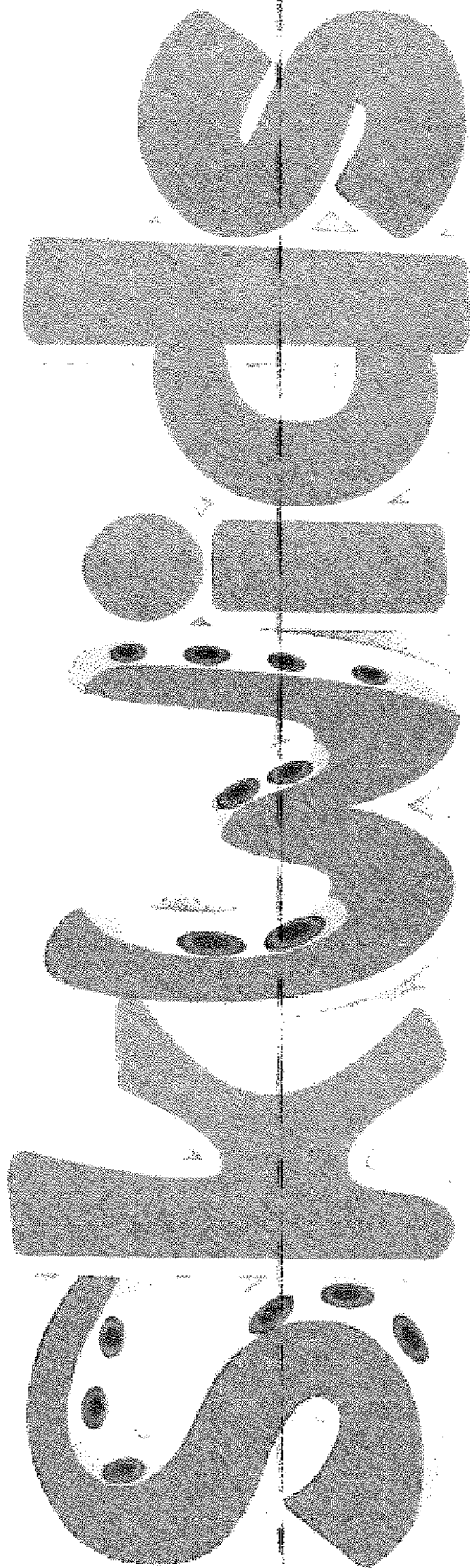
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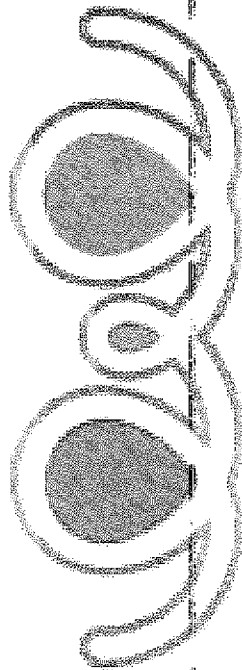
**Explore and Learn**

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SW



PARENTS

Raising the bar for raising great kids.

**My Book of**  
**Colors**

TRADEMARK  
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My Book of

**NUMBERS**

TRADEMARK  
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**My Book of**

**Shadows**

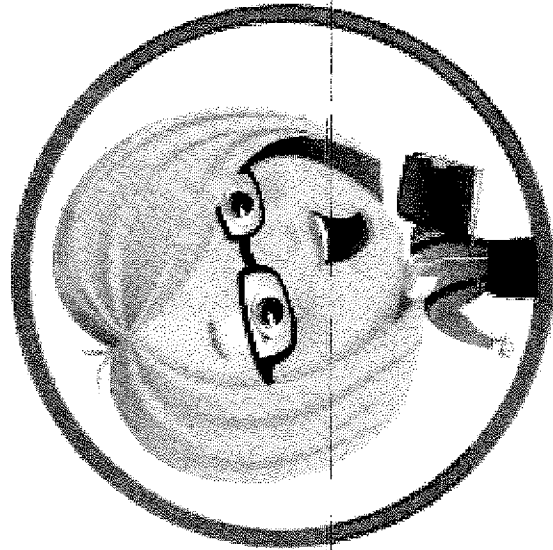
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My Book of

WORDS

TRADEMARK  
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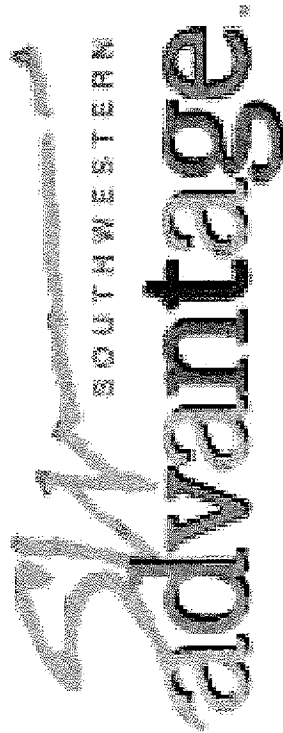
ASK ME

*SW* Southwestern

# Kids' Collection

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With My Fun  
Words



**COLLEGE ENTRANCE  
ADVANTAGE**

*from the college entrance experts at*

