

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pogue Press, LLC		05/13/2004	LTD LIAB JT ST CO: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	O'Reilly Media, Inc.		
<b>Street Address:</b>	1005 Gravenstein Highway North		
<b>City:</b>	Sebastopol		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95472		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2529375	THE MISSING MANUAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)494-8771		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	650-494-8700		
<b>Email:</b>	sistek.johanna@dorsey.com		
<b>Correspondent Name:</b>	Johanna F. Sistek		
<b>Address Line 1:</b>	850 Hansen Way		
<b>Address Line 2:</b>	Suite 200		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94304-1017		
<b>NAME OF SUBMITTER:</b>	Johanna F. Sistek		
<b>Signature:</b>	/johanna sistek/		
<b>Date:</b>	06/10/2005		

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Total Attachments: 4

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## EXHIBIT F

### TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "*Assignment*") is made effective and entered into as of May 13, 2004, by and among O'Reilly Media, Inc., a Delaware corporation ("*Buyer*"), Pogue Press, LLC, a Limited Liability Company organized under the laws of Connecticut, and David Pogue, an individual ("*Pogue*") (Pogue Press and Pogue collectively, "*Seller*")

WHEREAS, Seller and Buyer are parties to an Asset Purchase Agreement, dated as of May 13, 2004 (the "*Purchase Agreement*"), pursuant to which Buyer will acquire all of Seller's right, title and interest in and to certain Assets (as defined in the Purchase Agreement), including, but not limited to, all the trademarks, service marks and trade names, together with the good will associated with and symbolized by them, listed in Schedule I hereto (all such trademarks, service marks, and trade names referred to collectively as the "*Assigned Trademarks*").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller and Buyer each hereby agrees as follows:

1. Assignment. Seller hereby sells, assigns, transfers, conveys and delivers to Buyer and its successors and assigns all right, title and interest in, to and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, any applications to register any of the Assigned Trademarks, and any registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, together with the right to sue and recover damages for future, present and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of Seller in all matters related to the Assigned Trademarks.

2. Further Assurances. Seller agrees to execute and deliver such other documents and to take all such other actions which Buyer, its successors and/or assigns may reasonably request to effect the terms of this Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in any relevant state and national trademark offices.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, each of Buyer and Seller has caused this Trademark Assignment to be executed and delivered by their respective officers thereunto duly authorized, all as of the date first written above.

DAVID POGUE, LLC

By: David Pogue  
Name: \_\_\_\_\_

DAVID POGUE

By: David Pogue  
Name: David Pogue  
Title: \_\_\_\_\_

O'REILLY MEDIA, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

State of Connecticut )  
County of Fairfield ss.

On May 11, 2004 before me, David Pogue, personally appeared Russell Beiferman, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

[Signature]  
Notary

Notary Seal

2006

[SIGNATURE PAGE TO TRADEMARK AND DOMAIN ASSIGNMENT]

IN WITNESS WHEREOF, each of Buyer and Seller has caused this Trademark Assignment to be executed and delivered by their respective officers thereunto duly authorized, all as of the date first written above.

DAVID POGUE, LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_

DAVID POGUE

By: \_\_\_\_\_  
Name: David Pogue  
Title: \_\_\_\_\_

O'REILLY MEDIA, INC.

By: *Timothy F. O'Reilly*  
Name: TIMOTHY F. O'REILLY  
Title: PRESIDENT & CEO

State of Connecticut )  
County of \_\_\_\_\_ ) ss.

On \_\_\_\_\_ before me, \_\_\_\_\_ personally appeared \_\_\_\_\_, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

\_\_\_\_\_  
Notary

Notary Seal

[SIGNATURE PAGE TO TRADEMARK AND DOMAIN ASSIGNMENT]

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TO-Fenwick & West

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**SCHEDULE I to TRADEMARK ASSIGNMENT**

**ASSIGNED TRADEMARKS**

- All rights and interests held by the Seller in the trademark "The Missing Manual" including the Federal registration No. 2,529,374 for Series of Guide Books Concerning the Use of Computer Software.
- All rights and interests held by the Seller in the unregistered trademarks "Pogue Press" and "Hints."
- And the related logos (such as the dog logo), cover designs and trade dress used in connection with the Pogue Press titles, and all goodwill related thereto.

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