

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
Edwards Brothers, Inc.		10/03/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	J.W. Edwards, Inc.		
Street Address:	2500 South State Street		
City:	Ann Arbor		
State/Country:	MICHIGAN		
Postal Code:	48104-6146		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78301349	AAMG ANN ARBOR MEDIA GROUP	
CORRESPONDENCE DATA			
Fax Number:	(248)203-0763		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-203-0700		
Email:	ipmail@dykema.com		
Correspondent Name:	Michelle R. Osinski		
Address Line 1:	39577 Woodward Avenue		
Address Line 2:	Suite 300		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	28656-0102		
NAME OF SUBMITTER:	Connie McLean		
Signature:	/Connie McLean/		
Date:	10/07/2005		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of the 3rd day of October, 2005 (the "Effective Date"), is made by and between Edwards Brothers, Inc., a Michigan corporation with an address at 2500 South State Street, Ann Arbor, Michigan 48104-6146 ("Assignor") and J.W. Edwards, Inc., a Michigan corporation with an address at 2500 South State Street, Ann Arbor, Michigan 48104-6146 ("Assignee");

WHEREAS, Assignor is the owner of U.S. Trademark Application No. 78/301,349 for the mark **-AAMG ANN ARBOR MEDIA GROUP & DESIGN-** for a series of fiction and non-fiction books on a variety of topics, in International Class 16 (the "Trademark");

WHEREAS, Assignor wishes to sell, and Assignee wishes to acquire Assignor's entire right, title and interest in, to and under the Trademark, including all common law rights therein, together with the goodwill that it represents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

Assignor hereby assigns, sells and sets over unto the Assignee, its successors, legal representatives and assigns, the entire right, title, and interest in and to any and all rights and privileges associated with the Trademark, together with the goodwill of the business symbolized by the Trademark, and any and all renewals thereof, and the right to bring suit and collect damages for past infringements thereof. Assignor hereby covenants and agrees that the Assignor will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect said right, title, and interest and said rights and privileges in Assignee, its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

EDWARDS BROTHERS, INC., as Assignor

By: _____

Name: John Edwards

Title: President

J.W. EDWARDS, INC., as Assignee

By: _____

Name: James M. Edwards

Title: President

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