

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
Avalon Publishing Group, Inc.		01/28/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Perseus Books, LLC
Street Address:	387 Park Avenue South
Internal Address:	12th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2738311	A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO
Registration Number:	2534293	
Serial Number:	76295342	AVALON PUBLISHING GROUP
Registration Number:	1517179	BLUE MOON
Registration Number:	1520899	BLUE MOON
Registration Number:	2536692	BLUE MOON BOOKS
Registration Number:	2536691	CARROLL & GRAF
Registration Number:	2080885	MAMMOTH
Registration Number:	2051121	MARLOWE & COMPANY
Registration Number:	2899743	SEAL PRESS
Registration Number:	2899744	
Registration Number:	2855365	THE FIRST YEAR
Registration Number:	2624460	THUNDER'S MOUTH PRESS

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Serial Number:	76228085	A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO DURING YOUR FIRST YEAR
Registration Number:	2363202	ADRENALINE BOOKS
Serial Number:	76257213	FOGHORN ANYWARE

CORRESPONDENCE DATA

Fax Number: (202)218-0020
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-218-0000
Email: mclanton@sheppardmullin.com
Correspondent Name: Matthew Clanton
Address Line 1: 1300 I Street, NW
Address Line 2: 11th Floor East
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	09YM-134652
NAME OF SUBMITTER:	Matthew Clanton
Signature:	/Matthew Clanton/
Date:	02/04/2008

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, AVALON PUBLISHING GROUP, INC., a corporation duly organized and existing under the laws of the state of California, with its principal place of business at 1400 65th St., Ste. 250, Emeryville, CA 94608 ("Assignor and/or Seller"), is the owner of the trademarks, trademark applications and registrations identified on Schedule "A", attached hereto (the "Marks").

WHEREAS, PERSEUS BOOKS, LLC, a limited liability company duly organized and existing under the laws of the state of New York, with its principal place of business at 387 Park Avenue South, 12th Floor, New York, New York 10016 ("Assignee and/or Buyer"), desires to acquire all of Assignor's right, title and interest in and to the Marks.

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

1. Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Marks, including without limitation the portion of Assignor's existing and ongoing business to which said Marks pertain, any and all common law rights in said Marks, the goodwill represented by said Marks, and all rights to any actions, causes of action or claims with respect to infringement of the said Marks prior to or pending as of the date of this Assignment.

2. Assignor and its successors and assigns shall execute and deliver to Assignee any further documents or instruments and shall take any reasonable actions which may be necessary to effect the foregoing assignment or the recordation or perfection thereof.

3. Buyer and Seller agree that this Agreement is subject to the terms and conditions of the Asset Purchase Agreement, that this Agreement shall not be deemed to limit, enlarge or extinguish any obligation of Buyer or any Seller Party under the Asset Purchase Agreement, all of which obligations shall survive the delivery of this Agreement in accordance with the terms of the Asset Purchase Agreement, and that to the extent there is any conflict between this Agreement and the terms and conditions of the Asset Purchase Agreement, the Asset Purchase Agreement shall control.

4. This Assignment shall be effective as of the effective date of the Asset Purchase Agreement.

Signed at _____ this 28 day of January, 2008.

Assignor:

Assignee:

AVALON PUBLISHING GROUP, INC.

PERSEUS BOOKS, LLC





Name: Thomas M. Allen

Name: Thomas M. Allen

Title: CFO

Title: CFO

SCHEDULE A

Registered Marks Or Marks With Applications Pending:

Trademark	Country	Application Number/Date	Registration Number/Date	Status
A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO	USA	76/309,584 6-Sep-2001	2,738,311 15-July-2003	Registered
 [AVALON LOGO]	USA	76/295,4919 2-Aug-2001	2,534,293 29-Jan-2002	Registered
AVALON PUBLISHING GROUP	USA	76/295,342 2-Jun-1996		Pending (Application Suspended)
BLUE MOON	USA	73/724,946 27-Apr-1998	1,517,179 20-Dec-1998	Registered
 [BLUE MOON & Design]	USA	73/731,521 31-May-1988	1,520,899 17-Jan-1989	Registered
BLUE MOON BOOKS	USA	76/294,848 2-Aug-2001	2,536,692 5-Feb-02	Registered
CARROLL & GRAF	USA	76/294,842 2-Aug-2001	2,536,691 5-Feb-2002	Registered
MAMMOTH	USA	75/045,573 18-Jan-1996	2,080,885 22-July-1997	Registered
MARLOWE & COMPANY	USA	74/516,091 4-April-1994	2,051,121 8-April-1997	Registered
SEAL PRESS	USA	78/291,892 25-Aug-2003	2,899,743 2-Nov-2004	Registered
 [SEAL PRESS LOGO]	USA	78/291,898 25-Aug-2003	2,899,744 2-Nov-2004	Registered
THE FIRST YEAR	USA	76/231,395 26-March-2001	2,855,365 15-June-2004	Registered
THUNDER'S MOUTH PRESS	USA	76/294,684 2-Aug-2001	2,624,460 24-Sept-2002	Registered

Unregistered Marks:

Trademark	Comments
A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO DURING YOUR FIRST YEAR	Formerly U.S. Serial No. 76/228,085 for a series of non-fiction books featuring health and medical issues in International Class 16. Not registered.
ADRENALINE BOOKS	Formerly U.S. Reg. No. 2,363,202 for fiction and nonfiction books on a variety of topics in International Class 16. No longer registered.
FOGHORN ANYWHERE	Formerly U.S. Serial No. 76/257,213 for a series of nonfiction outdoor adventure and travel books downloadable from the internet in International Class 9. Not registered.