

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Avalon Travel Publishing, 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: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2569558 | MOON HANDBOOKS | |
| Registration Number: | 2519743 | FOGHORN OUTDOORS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)218-0020 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 2022180000 | | |
| 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 | | |

CH \$65.00 2569558

Signature:

/Matthew Clanton/

Date:

02/04/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, AVALON TRAVEL PUBLISHING, INC., a corporation duly organized and existing under the laws of the state of California, with its principal place of business at 74710 Fourth Street, Berkeley, CA 94710 ("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 TRAVEL PUBLISHING, 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 |
|------------------|---------|---------------------------|--------------------------|------------|
| FOGHORN OUTDOORS | USA | 76/135,335 25-Sep-2000 | 2,519,743 18-Dec-2001 | Registered |
| MOON HANDBOOKS | USA | 76/135,336 25-Sep-2000 | 2,569,558 14-May-2002 | Registered |

Unregistered Marks:

| Trademark | Comments |
|-----------------------|---|
| MOON TRAVEL HANDBOOKS | Formerly U.S. Reg. No. 2,298,258 for travel books in International Class 16. No longer registered. |