

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
Blackwell Publishing Limited		03/06/2008	LIMITED PARTNERSHIP: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	John Wiley & Sons, Inc.		
Street Address:	111 River Street		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77000547	B BLACKWELL	
Serial Number:	77000118	BLACKWELL	
CORRESPONDENCE DATA			
Fax Number:	(201)748-6500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	201-748-5692		
Email:	jmarting@wiley.com		
Correspondent Name:	Jennifer Martingano		
Address Line 1:	111 River Street		
Address Line 4:	Hoboken, NEW JERSEY 07030		
ATTORNEY DOCKET NUMBER:	ASSGT. BLACKWELL		
NAME OF SUBMITTER:	Ashima Aggarwal		
Signature:	/aa/		

CH \$65.00 77000547

Date:

03/06/2008

Total Attachments: 3

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DEED OF ASSIGNMENT

THIS ASSIGNMENT is made this 6th day of March 2008

PARTIES:

(i) Blackwell Publishing Limited whose registered address is The Atrium, Southern Gate, Chichester, PO19 8SQ United Kingdom

("the Assignor") of the one part; and

(ii) John Wiley & Sons, Inc. of 111 River Street Hoboken, New Jersey 07030 ("the Assignee") of the other part.

RECITALS:

A. The Assignor is the proprietor of the US Trade Mark Applications set out in Schedule 1 (hereinafter 'the Trade Marks').

B. The Assignor has agreed to assign the Trade Marks to the Assignee and all rights, title and interest therein, together with any goodwill of the Assignor in connection with the business carried on under and in respect of the Trade Marks, upon the terms and conditions set out below.

C. The Parties are affiliated companies, and Assignee is the successor to the goodwill of those portions of the businesses of the Assignor to which the Trade Marks pertain.

OPERATIVE PROVISIONS:

In consideration of the premises and for no consideration, the Assignor HEREBY ASSIGNS unto the Assignee:

1. all the rights, title and interest of the Assignor in, to and relating to the Trade Marks and the full exclusive benefit of the Trade Marks;
2. any goodwill of the Assignor in connection with the business carried on under the Trade Marks and the goodwill of the business to which the Trade Marks pertain;
3. the full right to apply for and obtain protection throughout the world in the Assignee's name in respect of the Trade Marks; and
4. the right to bring proceedings for any previous infringement of the rights assigned by this assignment

TO HOLD the same unto the Assignee absolutely.

IN WITNESS of which this Assignment has been executed as a Deed and delivered the date and year first above written.

SIGNED as a Deed by Blackwell Publishing Limited

Acting by [Signature]

Position DIRECTOR

SIGNED as a Deed by Blackwell Publishing Limited

Acting by [Signature]

Position COMPANY SECRETARY

SIGNED as a Deed by John Wiley & Sons, Inc.

Acting by [Signature]


Position Assistant Secretary

Before me

Name & Address: **JENNIFER MARTINGANO**
Notary Public, State of New York
No. 01MA6106054
Qualified in New York County
Commission Expires Feb. 23, 2012

Occupation: Jennifer Martingano

SCHEDULE 1

Trade mark number	Trade mark	Owner on record
77000547	 Blackwell	Blackwell Publishing Limited 9600 Garsington Road Oxford OX4 2DQ United Kingdom
77000118	BLACKWELL	Blackwell Publishing Limited 9600 Garsington Road Oxford OX4 2DQ United Kingdom

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