

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
Library Publications, Inc. d/b/a Running Press Book Publishers		05/01/2008	CORPORATION: PENNSYLVANIA
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:	1799313	RUNNING PRESS	
Registration Number:	2602663	BUSY BLOCK BOOKS	
CORRESPONDENCE DATA			
Fax Number:	(202)218-0020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-218-0000		
Email:	mclanton@sheppardmullin.com		
Correspondent Name:	Matthew W. Clanton c/o Sheppard Mullin		
Address Line 1:	1300 I Street, NW		
Address Line 2:	11th Floor East		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3314		
ATTORNEY DOCKET NUMBER:	09YM-122152		
NAME OF SUBMITTER:	Matthew W. Clanton		

CH \$65.00 1799313

Signature:

/Matthew W. Clanton/

Date:

05/06/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, LIBRARY PUBLICATIONS, INC. d/b/a/ Running Press Book Publishers, a corporation duly organized and existing under the laws of the state of Pennsylvania, with its principal place of business at 125 South Twenty-Second Street, Philadelphia, PA 19103-4399 ("Assignor"), 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"), 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.

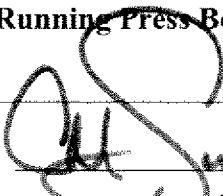
Assignor:


LIBRARY PUBLICATIONS, INC.
d/b/a/Running Press Book Publishers


Name: _____

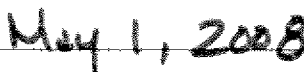
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Date: _____



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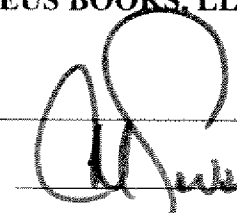
Assignee:


PERSEUS BOOKS, LLC

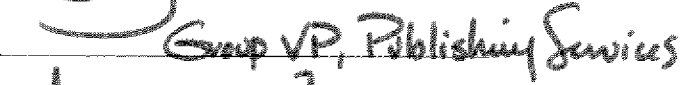
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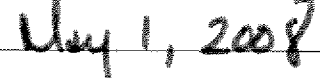
Title: _____

Date: _____



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SCHEDULE A

MARKS

Trademark	Country	Application Number/Date	Registration Number/Date	Status
RUNNING PRESS	USA	74/325,786 26-Oct-1992	1,799,313 19-Oct-1993	Registered
BUSY BLOCK BOOKS	USA	76/212,680 09-Feb-2001	2,802,663 30-July-2002	Registered