

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bonnier Corporation		07/25/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bonnier Publications A/S		
<b>Street Address:</b>	Strandboulevarden 130		
<b>City:</b>	2100 Kobenhavn		
<b>State/Country:</b>	DENMARK		
<b>Entity Type:</b>	CORPORATION: DENMARK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3416409	SCIENCE ILLUSTRATED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-949-9022		
<b>Email:</b>	fterranella@lawabel.com		
<b>Correspondent Name:</b>	Lawrence E. Abelman		
<b>Address Line 1:</b>	666 Third Avenue		
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<b>ATTORNEY DOCKET NUMBER:</b>	8003579		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Lawrence E. Abelman		
<b>Address Line 1:</b>	666 Third Avenue		
<b>Address Line 2:</b>	10th Floor		
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NAME OF SUBMITTER:	Frank Terranella
Signature:	/ft/
Date:	07/25/2008
Total Attachments: 1 source=Bonnier assignment#page1.tif	

**ASSIGNMENT**

**WHEREAS, Bonnier Corporation**, a Delaware corporation, with an office at 460 N. Orlando Avenue, Suite 200, Winter Park, Florida 32789 (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark registered in the United States Patent and Trademark Office:

**Trademark**

**Registration Number**

SCIENCE ILLUSTRATED

3416409

**AND WHEREAS, Bonnier Publications A/S**, a corporation organized and existing under the laws of Denmark, with an office at Strandboulevarden 130, 2100 København Ø, Denmark (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark. This assignment is effective immediately.

**IN WITNESS WHEREOF**, the said ASSIGNOR has hereunto executed this instrument this 25<sup>th</sup> day of July, 2008.

**Bonnier Corporation**

By   
Title: Corporate Counsel