

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
BBH, Inc.		10/10/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BHH LLC		
Street Address:	230 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0733078	BELL & HOWELL	
Registration Number:	1778292	BELL+HOWELL	
Registration Number:	3222748	BELL+HOWELL	
CORRESPONDENCE DATA			
Fax Number:	(845)359-7798		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(845) 359-7700		
Email:	anotaro@notaromichalos.com		
Correspondent Name:	Notaro & Michalos P.C.		
Address Line 1:	100 Dutch Hill Road, Suite 110		
Address Line 2:	Attn: Angelo Notaro		
Address Line 4:	Orangeburg, NEW YORK 10962		
ATTORNEY DOCKET NUMBER:	J1025-001		
NAME OF SUBMITTER:	Angelo Notaro		

OP \$90.00 0733078

Signature:	/J1025-001-AN/
Date:	10/13/2008
Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif	

ASSIGNMENT

This Trademark Assignment ("Assignment"), dated October 10, 2008, is entered into by and between BBH, Inc., a Delaware corporation located at 760 South Wolf Road, Wheeling, IL U.S.A. ("Assignor") and BHH LLC, a New York limited liability company with a principal place of business at 230 Fifth Avenue, New York, New York 10001 ("Assignee"), each individually referred to as a "Party" and collectively referred to as the "Parties."

WHEREAS, Assignor is owner of the full rights, title and interests in, to and under the trademark registrations and applications for registration listed on Schedule A hereto and all common law rights related to the trademarks identified in such registrations and applications (collectively, the "Assigned Marks"), and the goodwill of the business accrued in connection and associated therewith; and

WHEREAS, Assignee is desirous of acquiring the full rights, title and interests in, to and under the Assigned Marks and the goodwill of the business accrued in connection and associated therewith.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises covenants and conditions contained herein, the amount of \$100.00, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto, intending to be legally bound, hereby agree as follows:

Section I. Assignment. Assignor does hereby assign, transfer, convey and set over unto Assignee its full rights, title and interests in, to and under the Assigned Marks, together with the goodwill of the business symbolized by said Assigned Marks, any renewal rights therein, and the exclusive right to enforce the Assigned Marks in the United States, Canada and the European Union in the sole name of Assignee, its successors and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

ASSIGNOR:

BBH, INC.

Blake Eaddy

BY

Blake Eaddy, Secretary
Name/Title

Oct. 10, 2008
Date

State of NORTH CAROLINA)
County of DURHAM)

ss:

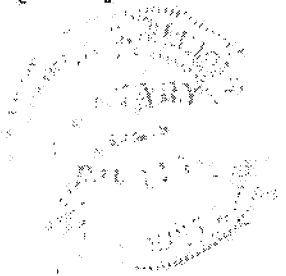
Before me, the undersigned notary, personally appeared Blake Eaddy, who, being by me duly sworn did say that he/she is the Secretary of BBH, Inc., and that said instrument was signed on behalf of and with authority of said corporation and said Blake Eaddy acknowledged said instrument to be the free act and deed of said corporation this 10th day of October, 2008.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

My Commission Expires:

PAMELA S ELLIOTT
NOTARY PUBLIC
WAKE COUNTY, NORTH CAROLINA
MY COMMISSION EXPIRES AUG 15, 2009
[SEAL]

Pamela S Elliott
(Notary Public)



SCHEDULE A

Assigned Marks

Trademark	Country	(App. No.) Reg. No.	Goods/Services and Class(es)
BELL & HOWELL	U.S.A.	733,078	Photographic film, in Class 1
BELL+HOWELL	U.S.A.	1,778,292	Binoculars; and accessories for the foregoing goods, in Class 9
BELL+HOWELL and Design BELL+HOWELL	U.S.A.	3,222,748	Electric shavers; ear and nose hair trimmers, in Class 8 Cameras, including digital cameras and disposable cameras; anti-intrusion alarms; headphones; sound amplifiers; personal headphones for use with sound transmitting systems; radios; speakers, in Class 9 Medical apparatus, namely, electric heating devices for curative treatment, in Class 10 Lamps, including desk lamps and floor lamps; flood lights; air purifiers, in Class 11 Watches and wristwatches; and clocks incorporating radios, in Class 14
BELL + HOWELL	Canada	TMA339155	16mm film projectors; slide projectors; overhead projectors; cassette tape recorders; card readers; magnetic striped cards; video presentation products and video projection products; motion and still picture and carrying cases therefor; slide and motion picture projectors; overhead projectors; audio cassette players and recorders; magnetic striped cards; card readers; players and recorders for magnetic striped cards; motion picture projecting apparatus and sound reproducing apparatus associated therewith; photographic cameras; photographic projectors; film cartridges; photographic cameras and projectors; photographic business equipment, namely, microfilm recording and reading equipment; and tape recorders; slide projectors, parts and accessories therefor namely, copy stands, projector display stands, headphones, headphone adapters, remote controls, spare projector lamps, projector cases and protective covers, rotary slide trays, continuous play cassettes and microphones; sound-slide projectors having front throw/rear screen projection with built-in audio cassette recording capabilities, and parts and accessories therefor; sound-slide projectors having front throw/rear screen projection with built-in audio cassette recording, programmable random slide access and remote control capabilities, and parts and accessories therefor; sound-slide projectors having front throw/rear

Trademark	Country	(App. No.) Reg. No.	Goods/Services and Class(es)
			screen projection, with built-in audio cassette recording, programmable random slide access and remote control capabilities, computer interconnection cable and interface cards, and parts and accessories therefor; audio instructional devices, namely, phonetic reading machines and magnetic record cards therefor; instructional materials comprising cards bearing recorded magnetic tapes and printed images, teachers' manuals, reproduction masters and tools for manipulation by the student.
BELL+HOWELL (AND DESIGN) BELL+HOWELL	Canada	(1324490)	(1) Electric shavers; ear and nose hair trimmers. (2) Cameras, including digital cameras and disposable cameras. (3) Anti-intrusion alarms. (4) Headphones; sound amplifiers; personal headphones for use with sound transmitting systems; radios; speakers. (5) Air purifiers. (6) Medical apparatus, namely, electric heating devices for curative treatment. (7) Lamps, including desk lamps and floor lamps; flood lights. (8) Watches and wristwatches. (9) Clocks incorporating radios.
BELL+HOWELL BELL+HOWELL	EU (CTM)	(005470431)	Electric shavers; ear and nose hair trimmers, in Class 8 Cameras, including digital cameras and disposable cameras; anti-intrusion alarms; headphones; sound amplifiers; personal headphones for use with sound transmitting systems; radios; speakers, in Class 9 Medical apparatus, namely, electric heating devices for curative treatment, in Class 10 Lamps, including desk lamps and floor lamps; flood lights; air purifiers, in Class 11 Watches and wristwatches; and clocks incorporating radios, in Class 14