

Form PTO-1594 (Rev. 12-08)  
OMB Collection 0851-0027 (exp. 01/31/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Orlando Science Center, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Florida
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?

- Yes
- No

Name: Advance Magazine Publishers Inc.

Internal

Address: \_\_\_\_\_

Street Address: Four Times Square

City: New York

State: NY

Country: USA Zip: 10036

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship New York
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) December 23, 2008

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**4. Application number(s) or registration number(s) and Identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2855526

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

WIRED SCIENCE

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Eric E. Gisolfi

Internal Address: Sabin Berman & Gould LLP

Street Address: Four Times Square

City: New York

State: NY Zip: 10036

Phone Number: 212 381 7070

Fax Number: 212 381 7227

Email Address: egisolfi@shando.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40**

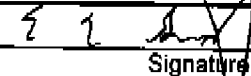
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number 19-0004

Authorized User Name Eric E. Gisolfi

**9. Signature:**

  
Signature

January 8, 2009

Date

Eric E. Gisolfi

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 190004 2855526

**ASSIGNMENT OF TRADEMARKS**

This Assignment of Trademarks is effective as of December 23, 2008, by and between Orlando Science Center, Inc., a Florida not-for-profit corporation ("Assignor"), and Advance Magazine Publishers Inc., a New York corporation ("AMPI").

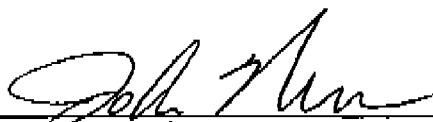
WHEREAS, Assignor desires to assign all of its right, title and interest in and to "WIRED SCIENCE" (the "Trademark") and Federal registration number 2855526; and

WHEREAS, AMPI desires to acquire said Trademark and registration;

~~NOW THEREFORE~~, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto AMPI all right, title and interest in and to the Trademark, together with any and all goodwill associated with the use and/or registration of the Trademark, all common law rights and all registrations therefor.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

**Orlando Science Center, Inc.**

By:   
Name: JOANN NEWMAN  
Title: INTERIM CEO

## SABIN, BERMANT &amp; GOULD LLP

ATTORNEYS AT LAW  
FOUR TIMES SQUARE  
NEW YORK, N. Y. 10036-6526

ERIC E. GISOLFI

DIRECT DIAL: 212-381-7070

FAX: 212-381-7227

E-MAIL: egisolfi@sbandg.com

January 7, 2009

VIA FACSIMILE (571) 273-0140

Mail Stop Assignment Recordation Services  
Director of the U.S. PTO  
P.O. Box 1450  
Alexandria, VA 22313-1450

RE: Recordal of Assignment  
Registration No. 2855526  
Trademark: WIRED SCIENCE

Dear Sirs:

Attached is a signed trademark recordation form coversheet and a true copy of the original assignment documents for recordal of the following:

- 1) Assignment of WIRED SCIENCE Trademark Reg. No. 2855526 from Orlando Science Center, Inc. to Advance Magazine Publishers Inc.

Please record the assignment for the trademark registration shown on the attached recordation coversheet.

All recording and applicable fees should be charged to our deposit Account No. 19-0004.

All correspondence regarding this recordal should be addressed to the undersigned.

Sincerely,



Eric E. Gisolfi

EEG/fm

# FACSIMILE TRANSMISSION SHEET

## **SABIN, BERMANT & GOULD LLP**

ATTORNEYS AT LAW  
4 Times Square  
New York, New York 10036  
(212) 381-7000

**Fax Number: (212) 381-7201**

## **TELECOPIER TRANSMISSION REQUEST**

Date: January 8, 2009

Number of Pages: Cover + **3**

**SEND TO:** Director of the U.S. PTO  
**FIRM:** Mail Stop Assignment Recordation Services  
**FAX NO.:** (571) 273-0140  
**FROM:** ERIC E. GISOLFI, ESQ.

If this transmission is unclear, please call: (212) 381-7067

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Message:

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TRADEMARK