

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/2009)

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):

NYT MANAGEMENT SERVICES, INC.

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: DELAWARE
- Other _____

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: TRUSTEES OF THE UNIVERSITY OF MASSACHUSETTS

Internal

Address: LICENSING & TRADEMARKS, ROOM 817, CAMPUS CENTER

Street Address: ONE CAMPUS WAY

City: AMHERST

State: MASSACHUSETTS

Country: UNITED STATES Zip: 01003

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____

Other STATE UNIVERSITY Citizenship MASSACHUSETTS, USA

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) DEC. 20, 2010

- Assignment Merger
- Security Agreement Change of Name
- Other _____

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

A. Trademark Application No.(s)

78442862

B. Trademark Registration No.(s)

3045079

Additional sheet(s) attached? Yes No

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

IDEAS BOSTON (WORD MARK) FILING DATE JUNE 29, 2004

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

Name: DAVID CURLEY

Internal Address: TRADEMARK AND LICENSING ADMINISTRATION
ROOM 817, CAMPUS CENTER, UNIV. OF MASSACHUSETTS

Street Address: ONE CAMPUS WAY

City: AMHERST

State: MASSACHUSETTS Zip: 01003

Phone Number: 413-577-8125

Fax Number: _____

Email Address: dcurley@mail.aux.mass.edu

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

December 15, 2010

Date

Kenneth A. Richieri, SVP & Secretary of NYT Management Services, Inc.

Name of Person Signing

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

2

Documents to be recorded (including cover sheet) should be faxed to (871) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

OP \$40.00 78442862

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective as of December 20, 2010 from NYT Management Services, Inc. ("ASSIGNOR"), To Trustees of the University of Massachusetts ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark, "Ideas Boston" which is presently registered in the United States Patent and Trademark Office as follows:

Registration Number: 3045079

Date of Registration: January 17, 2006

WHEREAS, ASSIGNEE desires to acquire all right, title, and interest in the trademark "Ideas Boston" along with the good will symbolized by the mark, and the registration of the trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby convey, assign, transfer and deliver to ASSIGNEE, its successors and assigns, all right, title, and interest in said trademark, along with the registration therein, together with the good will symbolized by the mark and the right to recover for damages and profits for past and future infringements of the trademark.

ASSIGNOR warrants that it is the legal owner of all right, title and interest in the trademark, that the trademark has not been otherwise previously pledged, assigned, or encumbered and that this assignment does not infringe on the rights of any person.

ASSIGNOR agrees to cooperate with ASSIGNEE and to execute and deliver all papers, instruments and assignments as may be necessary to vest in ASSIGNEE all right, title and interest in and to the aforesaid trademark, including, without limitation, recordation of the assignment in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, ASSIGNOR has executed under seal and delivered this Assignment by its duly authorized representative, as of the day and year first above written.

NYT Management Services, Inc.



Name: Kenneth A. Richieri

Title: Senior Vice President and Secretary