

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------|----------|----------------|-------------------------------------|
| Perseus Books, LLC | | 06/02/2011 | LIMITED LIABILITY COMPANY: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Perseus Books, LLC |
| Street Address: | 11 Cambridge Center |
| City: | Cambridge |
| State/Country: | MASSACHUSETTS |
| Postal Code: | 02142 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 19

| Property Type | Number | Word Mark |
|----------------------|---------|-----------------------|
| Registration Number: | 1517179 | BLUE MOON |
| Registration Number: | 1520899 | BLUE MOON |
| Registration Number: | 1799313 | RUNNING PRESS |
| Registration Number: | 2051121 | MARLOWE & COMPANY |
| Registration Number: | 2080885 | MAMMOTH |
| Registration Number: | 2342323 | PERSEUS BOOKS |
| Registration Number: | 2342330 | PERSEUS BOOKS GROUP |
| Registration Number: | 2519743 | FOGHORN OUTDOORS |
| Registration Number: | 2534293 | |
| Registration Number: | 2536691 | CARROLL & GRAF |
| Registration Number: | 2536692 | BLUE MOON BOOKS |
| Registration Number: | 2569558 | MOON HANDBOOKS |
| Registration Number: | 2602663 | BUSY BLOCK BOOKS |
| Registration Number: | 2624460 | THUNDER'S MOUTH PRESS |

TRADEMARK

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CH \$490.00 1517179

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|----------------------|---------|--|
| Registration Number: | 2738311 | A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO |
| Registration Number: | 2855365 | THE FIRST YEAR |
| Registration Number: | 2899743 | SEAL PRESS |
| Registration Number: | 2899744 | |
| Registration Number: | 3510332 | AVALON PUBLISHING GROUP |

CORRESPONDENCE DATA

Fax Number: (212)246-8959
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-708-1870
Email: lbryer@ladas.com
Correspondent Name: Lanning G. Bryer
Address Line 1: Ladas & Parry LLP
Address Line 2: 1040 Avenue of the Americas
Address Line 4: New York, NEW YORK 10018

| | |
|-------------------------|---------------------|
| ATTORNEY DOCKET NUMBER: | NTMA 111077:753 TUF |
| NAME OF SUBMITTER: | Lanning G. Bryer |
| Signature: | /lgb/ |
| Date: | 06/17/2011 |

Total Attachments: 3
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UNITED STATES OF AMERICA

A S S I G N M E N T

WHEREAS, **PERSEUS BOOKS, LLC**, a limited liability company organized under the laws of the State of New York, United States of America, located at 11 Cambridge Center, Cambridge, Massachusetts 02142, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the Trademark(s) registered in the United States Patent and Trademark Office:

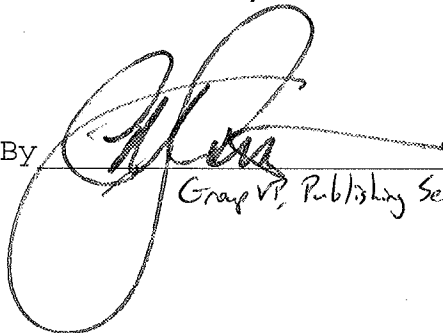
(Set forth on the attached schedule)

AND WHEREAS, **PERSEUS BOOKS, LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 11 Cambridge Center, Cambridge, Massachusetts 02142, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark(s) and the registration(s) thereof;

NOW, THEREFORE, for 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, all right, title and interest in and to the said trademark(s) and registration(s) thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark(s).

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this *2nd* day of *June*, 2011.

PERSEUS BOOKS, LLC

By  _____
Group V, Publishing Services [Title]

[See over for Notarial Acknowledgment]

TRADEMARK

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CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA]
]
STATE OF *Massachusetts*] SS:
]
COUNTY OF *Suffolk*]

On this *2nd* day of *June* 2011, before me personally appeared *Carolyn M. Svarrese*, to me known, who, being by me duly sworn, did depose and say that he/she is the *Group VP, Publishing Services* of the company described in the foregoing instrument; that he/she executed said instrument on behalf of the said company; that he/she is authorized to execute an instrument of this nature by order of the Board of Directors of the company.

Lucie A. Lovell

Notary Public

[SEAL]



Lucie A. Lovell
Notary Public
Commonwealth of Massachusetts
My Commission Expires
July 19, 2013

UNITED STATES OF AMERICA

S C H E D U L E

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|---|-------------|
| BLUE MOON | No. 1517179 |
| BLUE MOON & Crescent Moon Design | No. 1520899 |
| RUNNING PRESS | No. 1799313 |
| MARLOWE & COMPANY | No. 2051121 |
| MAMMOTH | No. 2080885 |
| PERSEUS BOOKS | No. 2342323 |
| PERSEUS BOOKS GROUP | No. 2342330 |
| FOGHORN OUTDOORS | No. 2519743 |
| AVALON Logo | No. 2534293 |
| CARROLL & GRAF | No. 2536691 |
| BLUE MOON BOOKS | No. 2536692 |
| MOON HANDBOOKS | No. 2569558 |
| BUSY BLOCK BOOKS | No. 2602663 |
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| A PATIENT-EXPERT WALKS YOU THROUGH EVERYTHING YOU NEED TO LEARN AND DO | No. 2738311 |
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