

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
	American Conservation Association, Inc.		03/01/2008
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	National Audubon Society, Inc.		
Street Address:	225 Varick Street, 7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	not-for-profit corporation: NEW YORK		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	1851174	PENNIES FOR THE PLANET
	Registration Number:	1834894	PENNIES FOR THE PLANET
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@cll.com		
Correspondent Name:	Deborah K. Squiers		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	23733-002 DKS/FM		
NAME OF SUBMITTER:	Deborah K. Squiers		
Signature:	/Deborah K. Squiers/		
Date:	07/14/2011		
Total Attachments: 1 source=national audubon assignment#page1.tif			

OP \$65.00 1851174

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WHEREAS, American Conservation Association, Inc., a New York corporation, with an address at 30 Rockefeller Plaza, New York, NY 10112 ("Assignor") has used the service mark PENNIES FOR THE PLANET (the "Mark") and owns a U.S. federal registrations, Reg. Nos. 1,851,174 and 1,834,894, for the Mark (the "Registrations"); and

WHEREAS, National Audubon Society, Inc., a New York not-for-profit corporation, with an address at 700 Broadway, New York, New York 10003 ("Assignee"), wishes to acquire all rights, title and interest in and to the Mark and Registrations with the good will of the business symbolized thereby; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the Mark and the Registrations, together with the good will of the business symbolized thereby.

Dated: March 1, 2008

AMERICAN CONSERVATION ASSOCIATION, INC.

By: Laurance Rockefeller
Name: Laurance Rockefeller
Title: President