

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Barnes & Noble College Booksellers, LLC		04/24/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Barnes & Noble Booksellers, Inc.
<b>Street Address:</b>	76 Ninth Avenue, 9th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10011
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 29**

Property Type	Number	Word Mark
Serial Number:	85560050	INK NEWSSTAND
Serial Number:	85564152	BARNES & NOBLE
Serial Number:	85564167	B&N
Serial Number:	85567574	BN.COM
Serial Number:	85530718	B&N RECOMMENDS
Serial Number:	85530713	BARNES & NOBLE RECOMMENDS
Serial Number:	85527048	B&N PROMISE
Serial Number:	85527039	BARNES & NOBLE PROMISE
Serial Number:	85381642	B&N PARENTS' EXPERT CIRCLE
Serial Number:	77759940	BARNES & NOBLE REDISCOVERS
Serial Number:	77759929	BARNES & NOBLE REDISCOVERS
Serial Number:	77748165	B&N DIGITAL
Serial Number:	77748163	BARNES & NOBLE DIGITAL
Serial Number:	77574034	BARNES & NOBLE STUDIO

**TRADEMARK**

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Serial Number:	77375324	BARNES & NOBLE TAGGED!
Serial Number:	77264336	BARNES & NOBLE BOOKSELLERS
Serial Number:	77264335	BARNES & NOBLE
Serial Number:	76148254	BARNES & NOBLE.COM
Serial Number:	76507091	BARNES & NOBLE CLASSICS
Serial Number:	76489445	B&N
Serial Number:	76148253	BARNES&NOBLE.COM
Serial Number:	76130299	B&N UNIVERSITY
Serial Number:	76129782	BARNES & NOBLE UNIVERSITY
Serial Number:	76129779	BARNES & NOBLE TELEVISION
Serial Number:	75783040	BN.COM
Serial Number:	75581204	BARNES & NOBLE BOOKSELLERS
Serial Number:	75580677	BARNES & NOBLE JR.
Serial Number:	75577683	BARNESANDNOBLE.COM
Serial Number:	75492527	INK NEWSSTAND

**CORRESPONDENCE DATA**

Fax Number: 6468780801  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 646-878-0820  
Email: TM-USPTO@pczlaw.com  
Correspondent Name: Todd Braverman, Esq.  
Address Line 1: 1500 Broadway, 12th Floor  
Address Line 2: Pearl Cohen Zedek Latzer LLP  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	700657-12-00
NAME OF SUBMITTER:	Todd Braverman, Esq.
Signature:	/tjbraverman/
Date:	04/24/2012

**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT AGREEMENT

**THIS TRADEMARK ASSIGNMENT AGREEMENT** ("Assignment") is made and entered into as of April 24, 2012 ("Effective Date") by and between Barnes & Noble College Booksellers, LLC, a Delaware limited liability company, located at 120 Mountain View Boulevard, Basking Ridge, NJ 07920 ("Assignor") and Barnes & Noble Booksellers, Inc., a Delaware corporation, located at 76 Ninth Avenue, 9<sup>th</sup> Floor, New York, NY 10011 ("Assignee").

**WHEREAS**, Assignor has adopted and used in its business the trade names, fictitious names, logos, designs, domain names, common law trademarks and service marks and trademark and service mark registrations and applications listed on the attached Schedule A (hereinafter referred to as the "Marks");

**WHEREAS**, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof.


**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all right, title and interest in and to the Marks, including such other trademarks, service marks, trade names, domain names and trade dress as may be owned by Assignor and used in connection with the Marks, and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, including, but not limited to, the use of the Marks in any manner; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.



Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This Assignment may be signed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.



SCHEDULE A

Word Mark	Serial Number	Reg. Number	Filing Date Registration Date
INK NEWSSTAND	85560050		March 5, 2012
BARNES & NOBLE	85564152		March 8, 2012
B&N	85564167		March 8, 2012
BN.COM	85567574		March 13, 2012
B&N RECOMMENDS	85530718		February 1, 2012
BARNES & NOBLE RECOMMENDS	85530713		February 1, 2012
B&N PROMISE	85527048		January 27, 2012
BARNES & NOBLE PROMISE	85527039		January 27, 2012
B&N PARENTS' EXPERT CIRCLE	85381642		July 26, 2010
BARNES & NOBLE REDISCOVERS	77759940	3739535	January 19, 2010
 BARNES & NOBLE REDISCOVERS	77759929	3739532	January 19, 2010
B&N DIGITAL	77748165		May 29, 2009
BARNES & NOBLE DIGITAL	77748163		May 29, 2009
BARNES & NOBLE STUDIO	77574034	3612074	April 28, 2009
BARNES & NOBLE TAGGED!	77375324	3525566	October 28, 2008
BARNES & NOBLE BOOKSELLERS	77264336	3864808	October 19, 2010
<b>BARNES &amp; NOBLE</b> BOOKSELLERS			
BARNES & NOBLE	77264335	3848163	September 14, 2010
<b>BARNES &amp; NOBLE</b>			
BARNES & NOBLE.COM	76148254	2512356	November 27, 2001

Word Mark	Serial Number	Reg. Number	Filing Date Registration Date
BARNES & NOBLE CLASSICS	76507091	2846265	May 25, 2004
B&N	76489445	2797319	December 23, 2003
BARNES&NOBLE.COM	76148253	2519777	December 18, 2001
			
B&N UNIVERSITY	76130299	2632807	October 8, 2002
BARNES & NOBLE UNIVERSITY	76129782	2636657	October 15, 2002
BARNES & NOBLE TELEVISION	76129779	3006111	October 11, 2005
BN.COM	75783040	2360296	June 20, 2000
BARNES & NOBLE BOOKSELLERS	75581204	2396933	October 24, 2000
BARNES & NOBLE JR.	75580677	2288021	October 19, 1999
BARNESANDNOBLE.COM	75577683	2290269	November 2, 1999
INK NEWSSTAND	75492527	2488036	September 11, 2001
B. DALTON	73195015	1158498	June 23, 1981
BOOKSTAR	73776930	1558604	September 26, 1989
			
B. DALTON'S	73436772	1293494	September 4, 1984
BARNES & NOBLE	73165683	1138704	August 12, 1980
B. DALTON BOOKSELLER	72276230	6846824	March 26, 1968
