

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BNCB MERGER SUB, LLC		09/30/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BARNES & NOBLE COLLEGE BOOKSELLERS, LLC		
Street Address:	120 MOUNTAIN VIEW BOULEVARD		
City:	Basking Ridge		
State/Country:	NEW JERSEY		
Postal Code:	07920		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2767537	YIKES	
CORRESPONDENCE DATA			
Fax Number:	6468780801		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
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:	700922-38-00		
NAME OF SUBMITTER:	Todd Braverman, Esq.		
Signature:	/tjbraverman/		
Date:	08/16/2012		
Total Attachments: 0			

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