

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	Entity Type
Discovery Communications, LLC		11/13/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	MNN Holding Company, LLC		
Street Address:	191 Peachtree Street		
Internal Address:	Suite 4075		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30303		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1500493	THE NATURE COMPANY	
Registration Number:	1497840	THE NATURE COMPANY	
Registration Number:	1458784	THE NATURE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	202.857.6000		
Email:	tmdocket@arentfox.com		
Correspondent Name:	Amy Salomon; Arent Fox LLP		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 2:	Suite 400		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	026162.00000		

OP \$90.00 1500493

NAME OF SUBMITTER:	Amy Salomon
Signature:	/Amy Salomon/
Date:	11/14/2012
Total Attachments: 2 source=The Nature Company - Trademark Assignment#page1.tif source=The Nature Company - Trademark Assignment#page2.tif	

ASSIGNMENT

WHEREAS, Discovery Communications, LLC, a limited liability company duly incorporated and organized under the laws of the state of Delaware USA having an address of One Discovery Place, Silver Spring, Maryland 20910 USA ("Assignor"), is the owner of all right, title, and interest in, under, and to the THE NATURE COMPANY trademarks listed in Exhibit A attached hereto (the "Marks"); and

WHEREAS, MNN Holding Company, LLC, a limited liability company duly incorporated and organized under the laws of the state of Georgia USA, having an address of 191 Peachtree Street, Suite 4075, Atlanta, Georgia 30303 ("Assignee"), is desirous of acquiring all rights, titles and interests in and to the Marks, and the registrations thereof:

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all rights, titles and interests in, under and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the attached registrations thereof.

DISCOVERY COMMUNICATIONS, LLC
(Assignor)

Date: November 13, 2012

By: 

Name: JB PERRETTE

Title: COO

MNN HOLDING COMPANY, LLC
(Assignee)

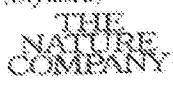

Date: November 13, 2012

By: 

Name: Joel Babbitt

Title: CEO

EXHIBIT A

MARK	COUNTRY	REG #/REG DATE APPLN. #/APPLN. DATE	CLASS	OWNER
THE NATURE COMPANY	Australia	RN 561415 RD 09-Aug-1991	16 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Australia	RN 561414 RD 09-Aug-1991	9 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Australia	RN 561419 RD 09-Aug-1991	42 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Australia	RN 561417 RD 09-Aug-1991	28 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Australia	RN 561416 RD 09-Aug-1991	25 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Australia	RN 561418 RD 09-Aug-1991	31 Int.	Discovery Communications, LLC
THE NATURE COMPANY	Canada	RN TMA407099 RD 22-Jan-1993	25 Int.	Discovery Communications, LLC
THE NATURE COMPANY (Stylized) 	United Kingdom	RN 2230955 RD 24-Aug-2001	9, 25, 28, 35, 42 Int.	Discovery Communications, LLC
THE NATURE COMPANY (Stylized) 	United Kingdom	RN 1432852 RD 22-Jun-1990	16 Int.	Discovery Communications, LLC
THE NATURE COMPANY	United States	RN 1500493 RD 16-Aug-1988	16 Int.	Discovery Communications, LLC
THE NATURE COMPANY	United States	RN 1497840 RD 26-Jul-1988	25 Int.	Discovery Communications, LLC
THE NATURE COMPANY	United States	RN 1458784 RD 22-Sep-1987	42 Int.	Discovery Communications, LLC