

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM337071

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Scientific American, Inc.		02/27/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nature America, Inc.		
<b>Street Address:</b>	75 Varick Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3533193	60-SECOND PSYCH	
<b>Registration Number:</b>	3683540	60-SECOND SCIENCE	
<b>Registration Number:</b>	3435912	60-SECOND SCIENCE	
<b>Registration Number:</b>	3719528	SCIAM	
<b>Registration Number:</b>	0525791	SCIENTIFIC AMERICAN	
<b>Registration Number:</b>	0505945	SCIENTIFIC AMERICAN	
<b>Registration Number:</b>	2322365	SCIENTIFIC AMERICAN	
<b>Registration Number:</b>	3706408	SCIENTIFIC AMERICAN EARTH 3.0	
<b>Registration Number:</b>	3090426	SCIENTIFIC AMERICAN MIND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124898340		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	212-489-8230		
<b>Email:</b>	NYTMPTO@dwt.com		
<b>Correspondent Name:</b>	Alexandra Nicholson		
<b>Address Line 1:</b>	1633 Broadway		
<b>Address Line 2:</b>	DAVIS WRIGHT TREMAINE LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	53489-2		

CH \$240.00 3533193

<b>NAME OF SUBMITTER:</b>	Alexandra Nicholson
<b>SIGNATURE:</b>	/Alexandra Nicholson/
<b>DATE SIGNED:</b>	04/02/2015
<b>Total Attachments: 2</b> source=DOC#page1.tif source=DOC#page2.tif	

**ASSIGNMENT OF TRADEMARKS**

ASSIGNMENT OF TRADEMARKS, effective as of February 27, 2015 from Scientific American, Inc. (a Delaware USA Corporation), 75 Varick Street, New York, New York 10013 ("Assignor") to Nature America, Inc., a New York corporation, located at 75 Varick Street, New York, NY 10013 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark registrations and applications listed on the attached "Schedule of Trademarks" (the "Trademarks"), together with the goodwill of the business symbolized by and associated with the Trademarks; and

WHEREAS, any application listed on the Schedule of Trademarks for which the current filing basis is applicant's *bona fide* intention to use the mark under §1(b) of the Trademark Act is being assigned as part of the business to which the mark pertains; and

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated with the Trademarks; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated with the Trademarks, and to stand in the place of Assignor in all matters related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated with the Trademarks, and the right to sue and collect for past infringement thereof.

Scientific American, Inc.

By: [Signature]  
Name: Paul Sleven  
Title: Secretary

State of New York )  
County of New York ) ss.

On this 27th day of February, 2015, before me, personally appeared Paul Sleven, personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed the within instrument as Secretary of **Scientific American, Inc.**, and acknowledged to me that he/she executed the same.

Witness my hand and official seal.

[Signature]  
Notary Public

Audrey S. Feinberg  
Notary Public State of New York  
Lic. 02FE8222342  
Westchester County  
Commission Expires May 24, 2018

Nature America, Inc.

By: [Signature]  
Name: John Carroll  
Title: Executive Vice President

State of New York )  
County of New York ) ss.

On this 27th day of March, 2015, before me, personally appeared John Carroll, personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed the within instrument as Executive Vice President of **Nature America, Inc.**, and acknowledged to me that he/she executed the same.

Witness my hand and official seal.

[Signature]  
Notary Public

Alice L. Fradin  
Notary Public, State of New York  
No. 02FR8264848  
Commission Expires 7-2-2016

**Schedule of Trademarks**  
**Assignor: Scientific American, Inc.**  
**Assignee: Nature America, Inc.**

Country	Mark	App #	File Date	Reg #	Reg Date
United States	60-Second Psych	77/288231	09/25/2007	3533193	11/18/2008
United States	60-Second Science	77/099019	02/05/2007	3683540	09/15/2009
United States	60-Second Science	77/975139	02/05/2007	3435912	05/27/2008
United States	SCIAM	77/531471	07/25/2008	3719528	12/01/2009
United States	SCIENTIFIC AMERICAN	71/575294	03/11/1949	325791	05/30/1950
United States	SCIENTIFIC AMERICAN	71/526568	07/05/1947	505945	01/25/1949
United States	SCIENTIFIC AMERICAN	75/463584	04/07/1998	3322365	02/22/2000
United States	SCIENTIFIC AMERICAN EARTH 3.0	77/516549	07/08/2008	3706408	11/03/2009
United States	SCIENTIFIC AMERICAN MIND	78/976905	02/07/2005	3090426	05/09/2006