

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371949

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Harvard Common Press, Inc.		01/31/2016	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Quarto Publishing Group USA Inc.		
Street Address:	400 First Avenue North		
Internal Address:	Suite 400		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3270206	NOT YOUR MOTHER'S	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	612-910-6468		
Email:	dklaw@cognisinc.com		
Correspondent Name:	David W Koehser		
Address Line 1:	322 First Avenue North		
Address Line 2:	Suite 402		
Address Line 4:	Minneapolis, MINNESOTA 55401		
NAME OF SUBMITTER:	David W Koehser		
SIGNATURE:	/davidwkoehser/		
DATE SIGNED:	02/04/2016		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK

FOR VALUE RECEIVED, The Harvard Common Press, Inc. ("Assignor") hereby grants, transfers and assigns to Quarto Publishing Group USA Inc., a Delaware corporation, its successors, representatives and assigns, all of Assignor's right, title and interest in and to the registered trademark ("Trademark") and the accompanying registration on the Principal Register of the United States Patent & Trademark Office set forth below, together with all goodwill symbolized by the Trademark and associated with the business conducted under said Trademark, and all of Assignor's right, title and interest in and to all income, royalties, profits, claims and damages now accrued or hereafter arising with respect thereto, and in and to all causes of action, in law or in equity, arising out of any past, present or future infringement thereof:

<u>Mark</u>	<u>Reg. No.</u>
NOT YOUR MOTHER'S	3270206
THE HARVARD COMMON PRESS	unregistered

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly appointed officer this 31st day of January, 2016.

The Harvard Common Press, Inc.
 By [Signature]
 Its President

COMMONWEALTH OF MASSACHUSETTS)
)SS:
 COUNTY OF Suffolk)

This instrument was acknowledged before me this 1st day of February, 2016, by Bruce Shaw, the President of The Harvard Common Press, Inc.

[Signature]
 Notary Public

