

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM436695

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/17/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Felix Dennis, by the Executors of his Estate		05/11/2017	INDIVIDUAL: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Dennis IP Limited
Street Address:	6 Kingly Street, 3rd Floor
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1B 5PF
Entity Type:	Limited Liability Company: UNITED KINGDOM

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3949187	SPLIT DECISION
Registration Number:	3092596	MENTAL FLOSS
Registration Number:	2985093	MENTAL FLOSS
Registration Number:	4703937	SMARTYPANTS
Registration Number:	2562547	MENTAL FLOSS

CORRESPONDENCE DATA

Fax Number: 6098961469

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.

Phone: 212.278.1433

Email: IPDocket@foxrothschild.com

Correspondent Name: William R. Hansen c/o Fox Rothschild LLP

Address Line 1: Princeton Pike Corporate Center

Address Line 2: 997 Lenox Drive, Building 3

Address Line 4: Lawrenceville, NEW JERSEY 08648-2311

DOMESTIC REPRESENTATIVE

Name: William R. Hansen c/o Fox Rothschild LLP

Address Line 1: Princeton Pike Corporate Center

OP \$140.00 3949187

Address Line 2: 997 Lenox Drive, Building 3	
Address Line 4: Lawrenceville, NEW JERSEY 08648-2311	
NAME OF SUBMITTER:	William R. Hansen
SIGNATURE:	/William R. Hansen/
DATE SIGNED:	07/26/2017
Total Attachments: 3 source=Assignment - Mental Floss - US#page1.tif source=Assignment - Mental Floss - US#page2.tif source=Assignment - Mental Floss - US#page3.tif	

Assignment of Trademarks

WHEREAS, on April 17, 2011, Mental Floss, Inc., a corporation organized under the laws of the State of New York, and having principal place of business at 55 West 39th Street New York, NY 10018, USA, transferred all rights, title and interest together with the good will associated therewith certain trademarks, *inter alia*, through an Intellectual Property Transfer Agreement which trademarks are set forth in Schedule A attached hereto ("the Trademarks") to Felix Dennis, having a principal place of business at 9/11 London, England W1B 5PN ("Felix Dennis");

WHEREAS, Felix Dennis intended to convey to Dennis IP Limited, ("Dennis IP"), 6 Kingly Street, 3rd Floor, London, United Kingdom W1B5PF and Dennis IP intended to acquire all of Felix Dennis's rights, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use thereof and symbolized by such Trademarks and all common law rights associated therewith;

WHEREAS, Felix Dennis being deceased, the Executors of his Estate hereby transfers all rights, title and interest together with the good will associated therewith in and to the Trademarks, *nunc pro tunc*, to Dennis IP;

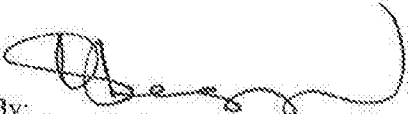
WHEREAS, to the best knowledge of the Estate of Felix Dennis by his Executors, without investigation or inquiry, no proceeding to cancel the registration of the Trademarks are pending and no other party makes a claim of ownership to the Trademarks or the registrations therefor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged effective as of April 17, 2011, *nunc pro tunc*, the Estate of Felix Dennis hereby confirms the assignment and transfer of all right, title and interest in and to the

Trademarks, its successors and assigns forever, together with the goodwill of the business connected with the use of and symbolized by the Trademarks to Dennis IP.

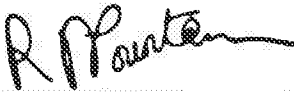
Dated this 11 day of May, 2017.

Estate of Felix Dennis

By: 

Name: Ian Leggett

Title: Executor

By: 

Name: Dick Pountain

Title: Executor

ACKNOWLEDGED AND AGREED:

Dennis IP Limited

By: 

Title: DIRECTOR

SCHEDULE A OF TRADEMARKS

Serial / Reg. No.	Dated	Mark
3092596	May 16, 2006	MENTAL FLOSS
2985093	August 16, 2005	MENTAL FLOSS
2562547	April 16, 2002	MENTAL FLOSS
3949187	April 19, 2011	SPLIT DECISION
4703937	March 17, 2015	SMARTYPANTS