

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM437108

<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>
H. Lee Moffitt Cancer Center and Research Institute, Inc.		06/27/2017	Corporation: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SAGE Publications, Inc.		
<b>Street Address:</b>	2455 Teller Road		
<b>City:</b>	Thousand Oaks		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91320		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4640426	CANCER CONTROL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2139292525		
<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>	213.929.2500		
<b>Email:</b>	ipladocket@swlaw.com		
<b>Correspondent Name:</b>	Dax Alvarez		
<b>Address Line 1:</b>	400 East Van Buren Street		
<b>Address Line 2:</b>	Suite 1900		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	68613.06800		
<b>NAME OF SUBMITTER:</b>	Dax Alvarez		
<b>SIGNATURE:</b>	/dax alvarez/		
<b>DATE SIGNED:</b>	07/28/2017		
<b>Total Attachments: 2</b>			
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CH \$40.00 4640426

EXHIBIT B

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT made as of June 27, 2017, the H. Lee Moffitt Cancer Center and Research Institute, Inc., a Florida not-for-profit corporation organized pursuant to Section 1004.43, Florida Statutes, with offices at 12902 Magnolia Drive, Tampa, Florida 33612-9497 ("Assignor") to SAGE PUBLICATIONS, INC., a Delaware corporation, with offices at 2455 Teller Road, Thousand Oaks, California 91320 ("Assignee").

WHEREAS, Assignor is the owner of the valuable trademark rights at common law and under federal rights to, U.S. Registration No. 4,640,426 for **CANCER CONTROL** ("Trademarks"); and

WHEREAS, Assignee, in connection with acquiring all of Assignor's rights and tangible and intangible property pertaining to the Journal, desires to acquire all of the rights, title, and interest that Assignor may have in and to the Trademarks, registered and unregistered, and any registrations or applications for registration therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee, its legal representatives, successors, and assigns, all of Assignor's rights, title, and interest in and to the Trademarks, registered and unregistered, and any registrations and applications for registration therefor, for the United States and throughout the world together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and the right to recover damages and profits for past infringements thereof.

Assignor shall, upon the request of Assignee, execute and deliver all papers, instruments, and assignments, and perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer and delivered as of the date hereof.

H. Lee Moffitt Cancer Center and Research Institute,  
Inc.

By:   
B. Lee Green, Ph.D.  
Vice President of Diversity, Public  
Relations and Strategic Communications

Acknowledgment

STATE OF Florida )

) ss.:

COUNTY OF Hillsborough )

On the 28 day of June, before me, B. Lee Green, personally appeared \_\_\_\_\_, personally known to me (or) proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and who did acknowledge to me that (s)he executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Lizette Yao

Notary Public

My Commission Expires: June 11, 2020

(Seal)

