# TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: **NEW ASSIGNMENT** 

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL NATURE OF CONVEYANCE:

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wenner Media LLC		104/27/2004	Limited Liability Company: DELAWARE

#### **RECEIVING PARTY DATA**

Name:	Wenner Books LLC	
Street Address:	1290 Avenue of the Americas	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10104	
Entity Type:	Limited Liability Company: DELAWARE	

### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number: 78386505		W WENNER BOOKS

3770077/10

#### **CORRESPONDENCE DATA**

Fax Number: (212)489-8340

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-489-8230

deirdredavis@dwt.com Email:

Correspondent Name: Deirdre Davis Address Line 1: 1633 Broadway Address Line 2: 27th Floor

Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER: Deirdre Davis

Total Attachments: 2

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ATTORNEY DOCKET NUMBER:

TRADEMARK REEL: 002838 FRAME: 0552

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## TRADEMARK ASSIGNMENT

WHEREAS, Wenner Media LLC, a Delaware limited liability company, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 ("Assignor)," has intended to use the mark W WENNER BOOKS (the "MARK") in commerce and has filed an application for the Mark, assigned Serial No. 78/386,505, indicating that intention, but has not yet filed an allegation of use under §§1(c) or 1(d) of The Trademark Act; and

WHEREAS, Assignor is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the Mark pertains; and

WHEREAS, Wenner Books LLC, a Delaware limited liability company, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 ("Assignee"), is desirous of acquiring all, right, title and interest in and to the Mark, and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees, all right, title, and interest in and to the Mark, together with the goodwillof the business symbolized by and associated with the Mark.

TRADEMARK REEL: 002838 FRAME: 0553 Name: Timothy Walsh

Title: Vice President

Wenner Media LLC

STATE OF NewYork) ss.:

On this 27th day of April , 2004 before me personally came Timothy Walsh, to me known, who being by me duly sworn did depose and say that he is Vice President of Rolling Stone LLC, the company described in and which executed the foregoing assignment, that he is authorized to execute this assignment of behalf of said company and that he signed his name thereto by like authority.

Subscribed and sworn to before me this 27th day of April, 2004

EVELYN M. BERNAL Notary Public, State of New York No. 31-5049252 Qualified in New York County Commission Expires Sept. 11, 2005

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