

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wenner Media LLC		04/27/2004	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	
CORRESPONDENCE DATA			
Fax Number:	(212)489-8340		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-489-8230		
Email:	deirdredavis@dwt.com		
Correspondent Name:	Deirdre Davis		
Address Line 1:	1633 Broadway		
Address Line 2:	27th Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3770077/10		
NAME OF SUBMITTER:	Deirdre Davis		
Total Attachments: 2			
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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 goodwill of the business symbolized by and associated with the Mark.

