

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/14/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Alaska Geographic Society		06/14/2005	CORPORATION: ALASKA

**RECEIVING PARTY DATA**

Name:	Alaska Natural History Association
Street Address:	750 West 2nd Avenue
Internal Address:	Suite 100
City:	Anchorage
State/Country:	ALASKA
Postal Code:	99501
Entity Type:	CORPORATION: ALASKA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	1061231	ALASKA GEOGRAPHIC

**CORRESPONDENCE DATA**

Fax Number: (907)258-3229  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (907) 258-3244  
 Email: abruner@durrell.com  
 Correspondent Name: Ann M. Bruner  
 Address Line 1: 1400 W. Benson Blvd.  
 Address Line 2: Suite 370  
 Address Line 4: Anchorage, ALASKA 99503

NAME OF SUBMITTER:	Ann M. Bruner
Signature:	/ann bruner/

OP \$40.00 1061231

Date:

06/16/2005

**Total Attachments: 2**

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## ASSIGNMENT OF REGISTERED TRADEMARK

THIS ASSIGNMENT OF REGISTERED TRADEMARK is made this 14<sup>th</sup> day of June, 2005, between The Alaska Geographic Society whose address is P. O. Box 93370, Anchorage, Alaska 99509-3370 ("Assignor") and Alaska Natural History Association whose address is 750 West 2<sup>nd</sup> Avenue, Suite 100, Anchorage, Alaska 99501 ("Assignee").

WHEREAS, Assignor is the owner of and has used the trademark ALASKA GEOGRAPHIC which is registered in the United States Patent and Trademark Office ("USPTO"), Registration No. 1,061,231, dated March 15, 1977 (the "Mark"); and

WHEREAS, Assignor applied for renewal of the Mark and the renewal was granted by the USPTO. The registration was renewed for a period of ten years until March 15, 2007; and

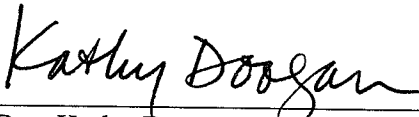
WHEREAS, Assignor has granted a non-exclusive license to Graphic Arts Center Publishing Company, an Oregon corporation ("Licensee") to use the Mark on certain inventory purchased from Assignor under a purchase agreement between Assignor and Licensee dated May 11, 2004, and on reprints and revised editions of the books included in the inventory, and on any advertising or marketing materials related to the foregoing items; and

WHEREAS Assignee desires to acquire the Mark from Assignor and Assignor desires to transfer the Mark to Assignee;

NOW, THEREFORE, for valuable consideration receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, subject only to the Licensee's non-exclusive license to use the Mark.

Dated this 14<sup>th</sup> day of June, 2005.

ASSIGNOR  
ALASKA GEOGRAPHIC SOCIETY

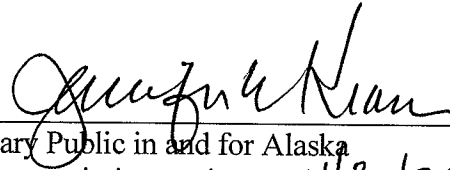


By: Kathy Doogan  
Title: Co-Chairman

STATE OF ALASKA                    )  
  ) ss.  
THIRD JUDICIAL DISTRICT        )

On this 14<sup>th</sup> day of June, 2005, before me, a notary public in and for the State of Alaska, duly commissioned and sworn, personally appeared Kathy Doogan, known to me to be the Co-Chairman of The Alaska Geographic Society, the corporation named in and which executed the foregoing instrument, and she acknowledged to me that she signed the same as the free and voluntary act and deed of said corporation for the uses and purposes therein mentioned, being authorized to do so.

Witness my hand and official seal the day and year above written.



Notary Public in and for Alaska  
My commission expires: 4/30/2008

