

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
Sage Publications, Inc.		03/10/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Miller-McCune Center for Research, Media and Public Policy
Street Address:	804 Anacapa Street
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	non-profit public benefit corporation: CALIFORNIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	77264168	MILLER-MCCUNE THE MAGAZINE OF OBJECTIVE DISCOURSE
Serial Number:	77264175	MILLER-MCCUNE THE MAGAZINE OF OBJECTIVE DISCOURSE
Serial Number:	77264181	THE MILLER-MCCUNE MAGAZINE A HOME FOR OBJECTIVE DISCOURSE
Serial Number:	77264192	THE MILLER-MCCUNE MAGAZINE A HOME FOR OBJECTIVE DISCOURSE
Serial Number:	77264212	MILLER MCCUNE
Serial Number:	77264232	MILLER MCCUNE

CORRESPONDENCE DATA	
Fax Number:	(310)820-5988
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310.207.3800
Email:	dax_alvarez@bstz.com
Correspondent Name:	Dax Alvarez

CH \$165.00 77264168

Address Line 1: 12400 Wilshire Boulevard
Address Line 2: Seventh Floor
Address Line 4: Los Angeles, CALIFORNIA 90025-1040

ATTORNEY DOCKET NUMBER:	002252.A004
NAME OF SUBMITTER:	Dax Alvarez
Signature:	/dax alvarez/
Date:	03/11/2008

Total Attachments: 3
source=Miller-McCune Center Assignment#page1.tif
source=Miller-McCune Center Assignment#page2.tif
source=Miller-McCune Center Assignment#page3.tif

ASSIGNMENT OF TRADEMARKS
AND THE UNITED STATES APPLICATIONS FOR
REGISTRATION THEREOF

WHEREAS, Sage Publications, Inc., a Delaware corporation having a place of business at 2455 Teller Road, Thousand Oaks, California 91320 ("Assignor"), has acquired or adopted, and used, and thereby owns all rights, title and interest in and to (i) the trademarks and (ii) the trademark applications for registration thereof identified in Exhibit A attached hereto and by this reference incorporated into and made a part hereof (hereinafter collectively referred to as the "Marks"), together with the goodwill of the business appurtenant to said Marks;

WHEREAS, Assignor is assigning the Marks as part of the entire business to which the Marks pertain as required by 15 U.S.C. § 1060;

WHEREAS, the Miller-McCune Center for Research, Media and Public Policy, a California non-profit public benefit corporation having a place of business at 804 Anacapa Street, Santa Barbara, California 93101 ("Assignee") is desirous of acquiring said Marks; and

WHEREAS, in order to effectuate Assignor's assignment of its entire rights, title and interest in and to the Marks and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, its full and entire rights, title and interest in and to the Marks, and the attendant goodwill symbolized by the Marks, the same to vest in Assignee, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the

infringement of the Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.

Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, so as to establish Assignee as owner of record of the Marks.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment in the United States Patent and Trademark Office, so that Assignee's ownership of the Marks is duly made of record.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date indicated below.

SAGE PUBLICATIONS, INC.
("Assignor")

Dated March 10, 2008


By: 
Name: Johnnie A. James
Title: Sr. Vice President & General Counsel

EXHIBIT A

Mark	Serial No.	Class
MILLER-MCCUNE THE MAGAZINE OF OBJECTIVE DISCOURSE	Serial No. 77/264,168	16
MILLER-MCCUNE THE MAGAZINE OF OBJECTIVE DISCOURSE	Serial No. 77/264,175	41
THE MILLER-MCCUNE MAGAZINE A HOME FOR OBJECTIVE DISCOURSE	Serial No. 77/264,181	16
THE MILLER-MCCUNE MAGAZINE A HOME FOR OBJECTIVE DISCOURSE	Serial No. 77/264,192	41
MILLER MCCUNE	Serial No. 77/264,212	16
MILLER MCCUNE	Serial No. 77/264,232	41