

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
Mendeley Ltd		04/08/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Elsevier Limited		
Street Address:	The Boulevard		
Internal Address:	Langford Lane		
City:	Kidlington, Oxford		
State/Country:	UNITED KINGDOM		
Postal Code:	OX51GB		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77849260	MENDELEY	
CORRESPONDENCE DATA			
Fax Number:	4154713400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4154713100		
Email:	sftrademarks@aporter.com		
Correspondent Name:	ARNOLD & PORTER LLP		
Address Line 1:	3 Embarcadero Center, 10 Fl.		
Address Line 2:	attn: Carole F. Barrett		
Address Line 4:	San Francisco, CALIFORNIA 94111-4024		
ATTORNEY DOCKET NUMBER:	40442.0002		
DOMESTIC REPRESENTATIVE			
Name:	ARNOLD & PORTER LLP		

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Address Line 1: 3 Embarcadero Center, 10 Fl.
Address Line 2: attn: Carole F. Barrett
Address Line 4: San Francisco, CALIFORNIA 94111-4024

NAME OF SUBMITTER:

Carole F. Barrett

Signature:

/CFB_dch/

Date:

06/12/2013

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), effective as of Monday, 8 April 2013, is by and between Mendeley Ltd, A New York Corporation with an address at 144A Clerkenwell Road London United Kingdom GDOM EC1R5DF (“Assignor”) and Elsevier Limited, a British Company with registered office at The Boulevard, Langford Lane, Kidlington, Oxford, OX5 1GB, United Kingdom (“Assignee”).

RECITALS

WHEREAS Assignor is the owner of the entire right, title and interest into the trademark MENDELEY, and the owner and applicant in connection with the United States Trademark Application Serial No. 77849260, (hereinafter the “Trademark”);

WHEREAS pursuant to the terms of that certain Agreement, effective as of Monday, 8 April 2013 by and between Assignor and Assignee with respect to the entire share capital of Assignor, Assignor has agreed, among other things, to sell, assign, transfer, convey and deliver all of its right, title and interest in and to the Trademark, together with the goodwill of the business represented and symbolized by the Mark.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business represented and symbolized by the Mark, all common law rights, and the right to register, renew, protect and defend said Trademark and to sue for past infringements of said Trademark, and all rights to damages or profits, due or to become due, accrued or unaccrued, arising out of past, present, or future infringement of the Trademark or injury to said goodwill; and

Assignor agrees to cooperate with Assignee in the event it is necessary to file additional documents with the United States Patent & Trademark Office to obtain registration of the Trademark or to record this Assignment in the United States Patent &

Trademark Office. The Assignor further agrees to cooperate with Assignee in executing, and assisting Assignee in recording, such further documents, including additional assignments, as may be required by the law of any foreign country to convey the foregoing rights to assignee.

NOW, THEREFORE, in witness whereof, the Assignor and Assignee have caused this instrument to be executed by their respective authorized officers as of the date first written above.

Assignor:

Mendeley Ltd,

By: [Signature]

Name: MATTHEW GREEN

Title: BUSINESS EXECUTIVE

Assignee:

Elsevier Limited:

By: [Signature]

Name: John O'Donoghue

Title: Director, ICLIS