

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
MCCORMACK RODEN GROUP LLC		03/15/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	PENNWELL CORPORATION		
Street Address:	1421 SOUTH SHERIDAN ROAD		
City:	TULSA		
State/Country:	OKLAHOMA		
Postal Code:	74112		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3930276	URBAN FIREFIGHTER MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	7037399577		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	703-739-4900		
Email:	BTAYLOR@STITES.COM		
Correspondent Name:	BREWSTER TAYLOR		
Address Line 1:	1199 NORTH FAIRFAX STREET		
Address Line 2:	SUITE 900		
Address Line 4:	ALEXANDRIA, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	254LT-0002 (ASSIGNMENT)		
NAME OF SUBMITTER:	BREWSTER TAYLOR		
Signature:	/BT/		

OP \$40.00 3930276

Date:

06/29/2012

Total Attachments: 5

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TRADEMARK ASSIGNMENT

Trademark Assignment made this 15th day of March, 2012 (the "Effective Date").

WHEREAS, MCCORMACK RODEN GROUP LLC, a Wisconsin corporation, with its principal place of business at 3818 W. Clinton Ave Milwaukee, Wisconsin 53209 ("MRG"), has acquired, used, and is using the trademarks set forth on Schedule A hereto (hereinafter the "Trademarks"); and

WHEREAS, MRG is desirous of transferring all of its trademark interest in and to the Trademarks to PENNWELL CORPORATION, an Oklahoma corporation with its principal place of business at 1421 S. Sheridan Road, Tulsa, OK 74112 ("PENNWELL"), and PENNWELL is desirous of acquiring such interest.

NOW, THEREFORE, in conjunction with the transfer of the domain name www.UrbanFirefighter.com, MRG does hereby assign and transfer to PENNWELL, without restriction, all of MRG right, title, and interest, in and to the Trademarks. Without limitation of the generality of the interest conveyed, said conveyance includes (i) all of MRG's right, title, and interest (both statutory and common law) in and to the Trademarks; and (ii) all trademark enforcement rights and remedies which MRG may now have with respect to the Trademarks including MRG's standing to assert civil, criminal, and administrative remedies of all kinds and MRG's right to damages for past infringement thereof.

IN WITNESS WHEREOF, MRG has executed this Trademark Assignment on the Effective Date.

MRG

By: [Signature]
Erich Roden
Title: Principal

By: [Signature]
Ray McCormack
Title: Principal

"MCCORMACK RODEN GROUP LLC"

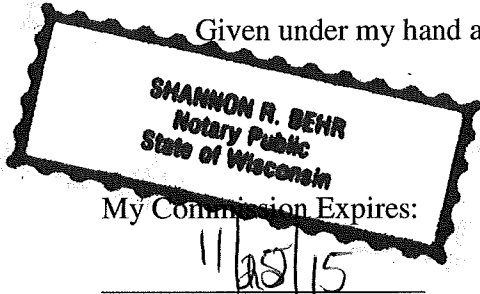
ATTEST:

Attached Email
Secretary

COUNTY OF Milwaukee)
)
STATE OF Wisconsin) ss.

Before me, the undersigned, on this 21 day of ^{May}~~March~~, 2012, personally appeared Erich Roden, as Publisher and Senior Editor of MCCORMACK-RODEN, to me known to be the identical person who subscribed the name of MCCORMACK-RODEN, to the foregoing Trademark Assignment, and he acknowledged to me that he executed the same as their free and voluntary act and deed, and as the free and voluntary act and deed of MCCORMACK-RODEN, for the uses and purposes therein set forth.

Given under my hand and seal of office the day and year last above written.



Shannon R. Behr
Notary Public

Brian Post

From: Erich Roden
Sent: Monday, June 04, 2012 8:39 AM
To: Brian Post
Subject: RE: UFF Logo

Brian,

I'm sorry for the incomplete form. Perhaps I thought it was a Pennwell Secretary that was to sign that portion of the document.

As co-principle of McCormack Roden Group, LLC. I will attest to the signatures of Ray McCormack and Erich Roden on the document herein submitted and Notorized on 5/21/12. Erich Roden is the corporate secretary for McCormack Roden Group, LLC., too.

Please contact me anytime if you have any questions,

Best,

Erich Roden
414.559.0465

From: Brian Post
Sent: Friday, June 01, 2012 1:44 PM
To: Erich Roden; Robert Halton
Cc: Marcia Rowland; Jayne Gilsinger
Subject: RE: UFF Logo

Erich,

I received the signed Trademark Assignment. However, it did not have a signature from your corporate secretary attesting to the signatures on page 1. Also, the date in which you personally appeared to the Notary was not filled in at the top of page 2.

To make this easy and to keep this moving forward, can you reply via email attesting that you and Ray both signed the document. Can you also tell me the date in which you appeared to the Notary Public?

I can fill in the date and attach an email for the Attest. I assume you or Ray are probably listed as the corporate secretary in the legal filings of your company anyway.

Thanks,

Brian Post
PennWell Corporation
Manager, Planning and Development
Phone: (918) 831-9122
Fax: (918) 831-9712
1421 S. Sheridan Rd
Tulsa, OK 74112

SCHEDULE "A"
to
Trademark Assignment

TRADEMARK

<u>Trademark</u>	<u>Registration #</u>	<u>Class</u>	<u>Other Information</u>
Word Mark: URBAN FIREFIGHTER MAGAZINE	3,930,276	41	Registration Date: March 8, 2011 Description: Color is not claimed as a feature of the mark. The mark consists of a stylized version of the words "URBAN FIREFIGHTER MAGAZINE". The stippling is a feature of the mark and does not indicate color. This type of mark is a service mark on the supplemental register.

United States of America

United States Patent and Trademark Office

Urban
Firefighter
Magazine

Reg. No. 3,930,276

MCCORMACK RODEN GROUP, LLC (WISCONSIN LIMITED LIABILITY COMPANY)
3818 W. CLINTON AVENUE
MILWAUKEE, WI 53209

Registered Mar. 8, 2011

Int. Cl.: 41

FOR: PROVIDING ON-LINE MAGAZINES IN THE FIELD OF THE FIREFIGHTING INDUSTRY, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

FIRST USE 2-25-2010; IN COMMERCE 2-25-2010.

SUPPLEMENTAL REGISTER

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MAGAZINE", APART FROM THE MARK AS SHOWN.

THE STIPPLING IS A FEATURE OF THE MARK AND DOES NOT INDICATE COLOR.

THE MARK CONSISTS OF A STYLIZED VERSION OF THE WORDS "URBAN FIREFIGHTER MAGAZINE".

SER. NO. 85-015,461, FILED P.R. 4-16-2010; AM. S.R. 1-25-2011.

FRANK LATTUCA, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office