

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NYC & Company, Inc.		08/20/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	The City of New York
Street Address:	City Hall
City:	New York
State/Country:	NEW YORK
Postal Code:	10007
Entity Type:	Municipal Corporation: NEW YORK

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3668124	NYC
Registration Number:	3858973	NYC
Registration Number:	3921788	NYC
Registration Number:	3674933	NYC
Registration Number:	3673025	NYC
Registration Number:	3678229	NYC
Registration Number:	3666776	NYC
Registration Number:	3674932	NYC
Registration Number:	3666777	NYC
Registration Number:	3932587	GREENYC
Registration Number:	3998386	GREENYC
Registration Number:	3753302	GREENYC
Registration Number:	4039241	
Registration Number:	4056550	

OP \$390.00 3668124

Registration Number:

3828317

NYC WATER

CORRESPONDENCE DATA

Fax Number: 2125714600

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

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ATTORNEY DOCKET NUMBER:

NYC ASSIGNS TO THE CITY

NAME OF SUBMITTER:

Katherine Wunningham

Signature:

/Katherine Wunningham/

Date:

08/21/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS NYC & Company, Inc. ("NYC & Company"), a New York not-for-profit corporation, with a principal office located at 810 Seventh Avenue, New York, NY 10019, has adopted, used and is using and is owner of the trademark registrations shown on the attached Exhibit A (the "NYC Trademarks"); and

WHEREAS The City of New York, (the "City of New York"), a municipal corporation organized under the laws of the State of New York, with an office located at City Hall, New York, NY 10007, is desirous of acquiring the NYC Trademarks and any trademark applications or registrations therefor;

NOW, THEREFORE, for the sum of U.S. \$1.00 and any other good and valuable consideration, receipt of which is hereby acknowledged, NYC & Company does hereby assign to the City of New York all right, title and interest in and to the NYC Trademarks, and any trademark applications and registrations therefore, together with the good will symbolized by the trademarks.

Dated: August 2^d, 2012








NYC & COMPANY, INC.









By: 

Name: Bryan Grimaldi

Title: Chief Operating Officer

EXHIBIT A TO TRADEMARK ASSIGNMENT

<u>Design</u>	<u>Trademark</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>GOODS/SERVICES</u>
	NYC (HORIZONTAL) DESIGN	3,668,124	8/18/09	Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35); Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).
	NYC (HORIZONTAL) DESIGN	3,858,973	10/12/10	Clothing, namely, caps, t-shirts and sweatshirts (Class 25).
	NYC (HORIZONTAL) DESIGN	3,921,788	2/22/11	Toys and sporting goods; namely, toy model cars, stuffed toy animals, toy dolls and accessories therefor, articulated toy figurines, toy banks, and Christmas tree ornaments (Class 28).
	NYC (VERTICAL) DESIGN	3,674,933	9/1/09	Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).
	NYC (VERTICAL) DESIGN	3,673,025	8/25/09	Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35)
	NYC (N OVER Y) DESIGN	9/8/09	3678229	Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).
	NYC (N OVER Y) DESIGN	3,666,776	8/11/09	Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35).

<u>Design</u>	<u>Trademark</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>GOODS/SERVICES</u>
	NYC (Y OVER C) DESIGN	3,674,932	9/1/09	Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).
	NYC (Y OVER C) DESIGN	3,666,777	8/11/09	Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35).
	greeNYC (Stylized)	3,932,587	3/15/2011	Sweat shirts; T-shirts; Caps in Class 25; Promoting the economic development in the City of New York, Promoting public awareness of policies and practices of the City of New York in the field of environmentally sustainable growth, in Class 35
	greeNYC (Stylized) & Apple Design	3,998,386	7/19/11	Publications, namely, brochures, booklets, and teaching materials in the field of promoting business, tourism, economic development and education on environmentally friendly policies and practices of the City of New York in Class 16;
	greeNYC (Stylized) & Apple Design	3,753,302	2/23/10	Sweat shirts; T-shirts; Caps in Class 25; Promoting the economic development in the City of New York, Promoting public awareness of policies and practices of the City of New York in the field of environmentally sustainable growth, in Class 35
	Apple Design	4,039,241	10/11/11	Sweat shirts; T-shirts; Caps in Class 25.
	Apple Design	4,056,550	11/15/11	Publications, namely, brochures, booklets, and teaching materials in the field of promoting business, tourism, economic development and education on environmentally friendly policies and practices of the City of New York in Class 16.
	nyc water & design	3,828,317	8/3/10	Housewares, namely, coffee mugs, thermal insulated containers for food or beverage, drinking glasses, glass carafes, glass dishes, plastic water bottles sold empty (Class 21).

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