

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
Arnoldo Mondadori Editore S.p.A.		07/11/2013	CORPORATION: ITALY
RECEIVING PARTY DATA			
Name:	Mondadori International Business S.r.l.		
Street Address:	Via Bianca di Savoia, 12		
City:	20122 Milan		
State/Country:	ITALY		
Entity Type:	LIMITED LIABILITY COMPANY: ITALY		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3038853	FLAIR	
Registration Number:	2898681	FLAIR MONDADORI	
Registration Number:	2904174	FLAIR MONDADORI	
Registration Number:	3801169	GRAZIA	
Registration Number:	3145640	GRAZIA	
Serial Number:	85184556	FLAIR MONDADORI	
Serial Number:	85184548	FLAIR MONDADORI	
Serial Number:	85245273	GRAZIA G CASA	
Registration Number:	3923630	GRAZIA.CASA	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202 857 8920		
Email:	henrye@arentfox.com		
Correspondent Name:	Chiara Giuliani		

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Address Line 1: 1717 K Street, NW
Address Line 2: Arent Fox LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER: 28702/031

DOMESTIC REPRESENTATIVE

Name: Michael A. Grow
Address Line 1: 1717 K Street, NW
Address Line 2: Arent Fox LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER: Chiara Giuliani

Signature: /Chiara Giuliani/

Date: 12/17/2013

Total Attachments: 3
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ASSIGNMENT

THIS ASSIGNMENT is made the 11 day of JULY 2013

BETWEEN:

Arnoldo Mondadori Editore S.p.A., a company incorporated under the laws of Italy, registered at: Via Bianca di Savoia, 12, 20122 Milan, Italy, represented by Mr. Ernesto Mauri in his capacity as legal representative ("AME"),

and

Mondadori International Business S.r.l., a company incorporated under the laws of Italy, registered at: Via Bianca di Savoia, 12, 20122 Milan, Italy, represented by Mr. Stefano De Alessandri in his capacity as legal representative ("MIB"),

jointly referred to as the "Parties" and separately as a "Party"

concluded this agreement (hereinafter the "Agreement").

Whereas

A) as of 29 October 2012 in the course of reorganization AME has incorporated MIB by contributing in accordance with the laws of Italy to MIB's statutory capital its branch of business "International Activities" (the "Business");

B) the Business, which was transferred by AME to MIB, includes all exclusive rights, title and interest in and to the trademarks listed in the Attachment 1 to this Agreement (the "Trademarks"), together with the goodwill of business symbolized by the marks.

Now, therefore, to duly assign the exclusive rights to the Trademarks, the Parties hereby agree as follows:

1. Subject of the Agreement

AME assigns, and MIB accepts, the Trademarks with regard to all classes of goods and services under the International classes, for which such Trademarks are registered together with the goodwill of the business associated with the marks, on a free-of-charge-basis.

Assignor hereby consents to the recordation of the assignment by Assignee

THE SCHEDULE ABOVE REFERRED TO

ENCLOSED "A"

IN WITNESS WHEREOF the parties hereto have caused this Assignment to be executed by their respective duly authorized representatives.

By: Arnoldo Mondadori Editore S.p.A.



Name: Ernesto Mauri
Title: legal representative

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ENCLOSURE "A"

Trademark	Case Number: Country	Sub Case	Case Type	Application No. Filing Date	Publication No. Publication Date	Registration No. Registration Date	Status Next Renewal
FLAIR (denominativo) Class(es): 15 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	06GT44ME United States of America	ORD	ORD	76/472433 03-dic-2002	18-ott-2005	3038853 10-gen-2006	Registered 10-gen-2016
FLAIR MONDADORI (denominativo) Class(es): 16 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	06GT42ME United States of America	ORD	ORD	76/472431 03-dic-2002	10-ago-2004	2696691 02-nov-2004	Registered 02-nov-2014
FLAIR MONDADORI (figurativo) Class(es): 15 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	06GT43ME United States of America	ORD	ORD	76/472438 03-dic-2002	31-ago-2004	2904174 23-nov-2004	Registered 23-nov-2014
GRAZIA (figurativo) Class(es): 15 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	08GN134ME United States of America	ORD	ORD	78/579204 03-mar-2005	03-apr-2007	31601169 08-giu-2010	Registered 08-giu-2020
GRAZIA (figurativo) Class(es): 15 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	08GN135ME United States of America	ORD	ORD	78/579206 03-mar-2005	27-giu-2006	3145640 19-set-2006	Registered 19-set-2016

TRADEMARK

Trademark List (by Trademark)

Trademark	Case Number: Country	Sub Case	Case Type	Case Application No. Filing Date	Publication No. Publication Date	Registration No. Registration Date	Status Next Renewal
FLAIR MONDADORI (denominativo) Class(es): 09 Int., 16 Int., 35 Int., 38 Int., 41 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	10NV15ME United States of America		ORD	85/184548 24-nov-2010			Pending
FLAIR MONDADORI (figurativo) Class(es): 09 Int., 16 Int., 35 Int., 38 Int., 41 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	10NV16ME United States of America		ORD	85/184556 24-nov-2010	07-feb-2012		Published
GRAZIA G CASA (figurativo) Class(es): 09 Int., 16 Int., 35 Int., 38 Int., 41 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	10DC51ME United States of America		ORD	85/246273 17-feb-2011	24-gen-2012		Published
GRAZIA.CASA (figurativo) Class(es): 16 Int. Owner: ARNOLDO MONDADORI EDITORE SPA	88NV30ME United States of America		ORD	77/514355 14-nov-2008	22-set-2009	3.923.630 22-feb-2011	Registered 22-feb-2021

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