

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
HYP Media LLC		02/28/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HYP Media Finance LLC		
Street Address:	312 Plum Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86066396	HAWAIIREACH	
CORRESPONDENCE DATA			
Fax Number:	3127069000		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-701-8623		
Email:	rassmus@mayerbrown.com, jbrewer@mayerbrown.com, msherlock@mayerbrown.com		
Correspondent Name:	Richard Assmus		
Address Line 1:	P.O. Box 2828		
Address Line 4:	Chicago, ILLINOIS 60690-2828		
ATTORNEY DOCKET NUMBER:	13424140		
NAME OF SUBMITTER:	Richard M. Assmus		
Signature:	/RMA/		

CH \$40.00 86066396

Date:

03/05/2014

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is effective as of February 28, 2014 (the "Effective Date"), by and between HYP Media LLC, a Delaware limited liability company ("Assignor"), and HYP Media Finance LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to transfer to Assignee, rights to certain trademarks held by Assignor;

NOW, THEREFORE, in consideration of the mutual agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee all of its right, title and interest in and to the trademark set forth on Schedule A hereto, together with (i) all related common-law rights and the goodwill of the business associated therewith or symbolized thereby; (ii) the right to file for and obtain registrations for any of the foregoing; and (iii) the right to bring an action at law or in equity for any infringement, dilution or other unauthorized use of the foregoing prior to the Effective Date and to collect all damages and proceeds therefrom (the foregoing, collectively, "Assigned Mark"). Assignee shall hold all right, title and interest in and to the Assigned Mark as fully and exclusively as same would have been held and enjoyed by Assignor had the above assignment not been made.

2. At Assignee's request and expense, Assignor will take such further actions and execute promptly such further documents as are necessary or desirable to transfer, vest, record and perfect good, valid and marketable title to and rights in the Assigned Mark in Assignee. Assignor hereby authorizes Assignee to request the relevant registrars, registries and government entities and offices to record this Assignment and take all other necessary and desirable actions to further the intents and purposes of the Assignment.

3. This Assignment shall be governed by and construed in accordance with the laws of the State of New York. Any dispute relating to this Assignment shall be resolved solely in the state or federal courts located in Manhattan, New York.

HYP MEDIA LLC

By:

Name:

Title:

Douglas A. Myer
Douglas A. Myer
President

HYP MEDIA FINANCE LLC

By:

Name:

Title:

Douglas A. Myer
Douglas A. Myer
President

[Trademark Assignment (HYP)]

TRADEMARK
REEL: 005230 FRAME: 0706

SCHEDULE A

HAWAII REACH (and design)– U.S. Ser. No. 86/066,396