

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300682

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Resort Industry Marketing, LLC		03/31/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	NORTHSTAR TRAVEL MEDIA, LLC		
Street Address:	100 Lighting Way, 2nd Floor		
City:	Secaucus		
State/Country:	NEW JERSEY		
Postal Code:	07094		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86219461	MOUNTAIN TRAVEL SYMPOSIUM	
CORRESPONDENCE DATA			
Fax Number:	3362329075		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3363738850		
Email:	dsar@brookspierce.com		
Correspondent Name:	David W. Sar		
Address Line 1:	P.O. Box 26000		
Address Line 2:	Brooks, Pierce, McLendon, Humphrey & Leo		
Address Line 4:	Greensboro, NORTH CAROLINA 27420		
ATTORNEY DOCKET NUMBER:	NORTHSTART M		
NAME OF SUBMITTER:	David W. Sar		
SIGNATURE:	/DavidWSar/		
DATE SIGNED:	04/08/2014		
Total Attachments: 6			
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TRADEMARK

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of March 31, 2014, by and between Resort Industry Marketing, LLC, a California limited liability company ("Assignor"), and Northstar Travel Media, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated March 31, 2014 (the "Purchase Agreement"); and

WHEREAS, pursuant to the Purchase Agreement, Assignor has assigned to Assignee, and Assignee has acquired from Assignor, the entire right, title and interest in and to the trademark applications and any registrations resulting therefrom, set forth on Schedule A (the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title, and interest in and to the Marks, together with the goodwill of the business associated therewith, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable on or after the date hereof, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby consents to the recordation of this Assignment with the United States Patents and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries.

Assignor shall, at Assignee's expense (with reasonable compensation from Assignee to such Assignor), take reasonable further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all reasonable cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a

registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Marks and this Assignment; (3) obtaining any additional trademark protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or in any foreign country; and (4) in the implementation, recordation or perfection of this Assignment in all applicable jurisdictions throughout the world.

Nothing contained herein is intended to or will be deemed to expand, limit, restrict, modify, alter, amend, or otherwise change in any manner the representations and warranties made by the parties in the Purchase Agreement.

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR:

**RESORT INDUSTRY
MARKETING, LLC,**
a California limited liability company

By: *Michael J. Pierson*

Name: Michael J. Pierson

Its: Manager

STATE OF _____)
) SS
COUNTY OF _____)

I, the undersigned, a Notary Public in and for said County, in the State aforesaid,
DO HEREBY CERTIFY that on _____, 2014, _____
_____ personally known to me to be the _____
_____ of RESORT INDUSTRY MARKETING, LLC, a
California limited liability company, on behalf of said company, he/she signed,
sealed and delivered the foregoing Trademark Assignment as his/her free and
voluntary act, for the uses and purposes therein set forth.

*See Attached
BJA 3/25/14*

Notary Public, State of _____, County of _____
My Commission Expires: _____
County of Residence: _____

[ASSIGNEE'S SIGNATURE ON THE FOLLOWING PAGE]

[Signature Page to Trademark Assignment]

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT
CIVIL CODE § 1189

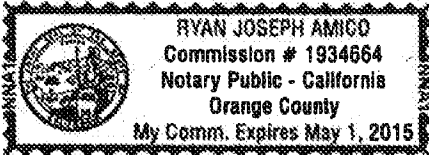
State of California

County of Orange }

On March 25, 2014 before me, Ryan Joseph Amico, Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Michael Jordan Picerson
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature: [Signature]
Signature of Notary Public

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Trademark Assignment Document Date: _____

Number of Pages: _____ Signer(s) Other Than Named Above: _____

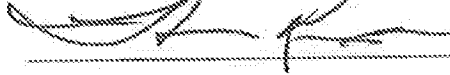
Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____
 Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____
 Partner — Limited General Partner — Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____

Signer Is Representing: _____ Signer Is Representing: _____

ASSIGNEE:

NORTHSTAR TRAVEL MEDIA,
LLC,
a Delaware limited liability company

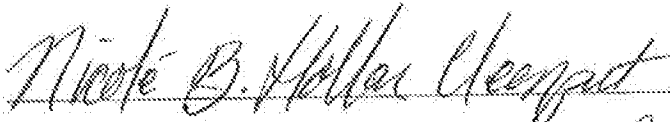
By: 

Name: Thomas L. Kemp

Its: Chairman and CEO

STATE OF New Jersey)
) SS
COUNTY OF Hudson)

I, the undersigned, a Notary Public in and for said County, in the State aforesaid,
DO HEREBY CERTIFY that on March 26, 2014, Thomas Kemp
and CEO personally known to me to be the Chairman
of NORTHSTAR TRAVEL MEDIA, LLC, a
Delaware limited liability company, on behalf of said company, he/she signed,
sealed and delivered the foregoing Trademark Assignment as his/her free and
voluntary act, for the uses and purposes therein set forth.


Notary Public, State of NJ, County of Bergen
My Commission Expires: 7/2/2014
County of Residence: Bergen

NICOLE B. HOLTER
ID # 2307155
NOTARY PUBLIC OF THE STATE OF NEW JERSEY
My Commission Expires 7/2/2014

Shown to and subscribed
before me this
26 day of March 2014

[Signature Page to Trademark Assignment]

SCHEDULE A

TRADEMARK REGISTRATIONS AND APPLICATIONS



MARK	CLASSES	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.	CURRENT OWNER
MOUNTAIN TRAVEL SYMPOSIUM	Originally: International Class 041	Originally: 60-700116	Originally: 10/01/2005	Originally: 3/12/2001	Originally: 4/12/2002	Originally: Resort Industry Marketing, LLC
<i>Word and Design; image above. Design consists of "M" over the words "Mountain Travel Symposium."</i>	2014 Re-Registration: International Class 035 International Class 039	2014 Re- Registration: 86219461	2014 Re- Registration: 3/12/2014	2014 Re- Registration: n/a yet	2014 Re- Registration: n/a yet	2014 Re- Registration: Resort Industry Marketing, LLC