

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM306851

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IMS Publishing, Inc.		06/05/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Cruz Bay Publishing, Inc.		
Street Address:	300 Continental Boulevard		
Internal Address:	Suite 650		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3668460	YACHTS INTERNATIONAL	
CORRESPONDENCE DATA			
Fax Number:	7346231625		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(734) 623-1678		
Email:	nhudge@dickinsonwright.com, trademark@dickinsonwright.com, jblattner@dickinsonwright.com		
Correspondent Name:	Nora Hudge, Paralegal		
Address Line 1:	Dickinson Wright PLLC		
Address Line 2:	350 South Main Street, Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	27932-002 TM233		
NAME OF SUBMITTER:	Nora Hudge, Paralegal		
SIGNATURE:	/Nora Hudge/		
DATE SIGNED:	06/06/2014		
Total Attachments: 2			
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OP \$40.00 3668460

TRADEMARK ASSIGNMENT

WHEREAS, IMS PUBLISHING, INC., a Florida corporation ("Assignor"), has adopted and used the trademark listed below (the "Mark") and is the owner of the indicated trademark registration for the Mark:

Mark	Country	Reg. No.
YACHTS INTERNATIONAL	U.S.	3,668,460

WHEREAS, CRUZ BAY PUBLISHING, INC., a Delaware corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks and the registrations therefor, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of June 5, 2014, all of Assignor's right title and interest in the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks.

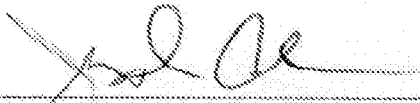
AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.

[SIGNATURE PAGE FOLLOWS]

Executed on June 5, 2014.

IMS PUBLISHING, INC.

By: 

Name: Joseph Cohen

Title: Vice President - Controller