

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313072

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
4305647 Canada, Inc.		07/25/2014	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Discovery Communications, LLC		
Street Address:	One Discovery Place		
City:	Silver Spring		
State/Country:	MARYLAND		
Postal Code:	20910		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77050113	HOW IT'S MADE	
Serial Number:	85543832	HOW IT'S MADE 3D	
CORRESPONDENCE DATA			
Fax Number:	2027568087		
<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:	202-756-8000		
Email:	rkim@mwe.com, bmorgan@mwe.com, washington_ip_docket@mwe.com, ksandacz@mwe.com		
Correspondent Name:	Richard Y. Kim		
Address Line 1:	McDermott Will & Emery LLP		
Address Line 2:	500 North Capitol Street, NW		
Address Line 4:	Washington, D.C. 20001		
ATTORNEY DOCKET NUMBER:	067600-0166		
NAME OF SUBMITTER:	Richard Y. Kim		
SIGNATURE:	/Richard Y. Kim/		
DATE SIGNED:	08/05/2014		
Total Attachments: 4			
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TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, 4305647 Canada, Inc., a Canadian business corporation, having a place of business at 133 rue King, Montréal, Québec H3C2P2, Canada ("ASSIGNOR"), owns all rights, title, and interest in, under, and to the trademarks identified in Schedule A attached hereto, including the registrations and applications therefor, the common law trademark rights therein, the local translations thereof, and the goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, ASSIGNOR desires to transfer the Trademarks to Discovery Communications, LLC, a Delaware limited liability company, having a place of business at One Discovery Place, Silver Spring, Maryland 20910 ("ASSIGNEE");

WHEREAS, ASSIGNOR and ASSIGNEE have separately signed an Intellectual Property Purchase Agreement executed on July 25, 2014 (the "Purchase Agreement"); and

WHEREAS, in connection with, and subject to the terms and conditions of, the Purchase Agreement, ASSIGNOR has agreed to assign to ASSIGNEE all of its rights, title, and interest in, under, and to the Trademarks worldwide.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. ASSIGNOR hereby assigns to ASSIGNEE, and ASSIGNEE hereby assumes from ASSIGNOR, all of ASSIGNOR's rights, title, and interest in, under, and to the Trademarks worldwide, together with those books and records of ASSIGNOR and/or any of its Affiliates relating exclusively to the Trademarks and ASSIGNOR's past, present, and future claims, damages, and rights for infringement, misappropriation, unauthorized use or disclosure, or other violation of any Trademark.

2. ASSIGNOR hereby agrees to execute any additional documents to accomplish and record this Assignment.

3. This Assignment shall be binding upon the parties and their successors and assigns.

Signatures follow.

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment as of July 25, 2014.

ASSIGNOR:

4305647 Canada, Inc.

By: Jean Marc St-Pierre
Name: Jean-Marc St-Pierre
Title: President

ASSIGNEE:

Discovery Communications, LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment as of July 25, 2014.

ASSIGNOR:

4305647 Canada, Inc.

By: _____
Name:
Title:

ASSIGNEE:

Discovery Communications, LLC

By:  _____
Name: Eileen O'Neill
Title: Authorized Signatory

SCHEDULE A

Trademarks

Mark	Jurisdiction	Application #	Filing Date	Registration #	Registration Date
COMMENT C'EST FAIT	Canada	1281262	November 16, 2005	TMA 676,241	November 3, 2006
HOW IT'S MADE	Canada	1281263	November 16, 2005	TMA 677,423	November 21, 2006
	USA	77050113	November 22, 2006	3328408	November 6, 2007
HOW IT'S MADE 3D	Canada	1542404	August 24, 2011	TMA 835,573	November 1, 2012
	USA	85343832	February 15, 2012	in progress	in progress
HOW IT'S MADE DREAM CARS	N/A	N/A	N/A	N/A	N/A