

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313329

| | |
|------------------------------|---|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the record to reflect the effective date of July 2, 2014 and the execution date of August 1, 2014 for the confirmatory assignment previously recorded on Reel 005336 Frame 0328. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill effective July 2, 2014 and executed on August 1, 2014. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------|----------|----------------|---------------------|
| 3959015 CANADA INC. | | 08/01/2014 | CORPORATION: CANADA |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------|
| Name: | 4305647 CANADA INC. |
| Street Address: | 133 RUE KING |
| City: | MONTREAL, QUEBEC, |
| State/Country: | CANADA |
| Postal Code: | H3C2P2 |
| Entity Type: | CORPORATION: CANADA |

PROPERTY NUMBERS Total: 2

| Property Type | Number | Word Mark |
|-----------------------------|----------|------------------|
| Registration Number: | 3328408 | HOW IT'S MADE |
| Serial Number: | 85543832 | HOW IT'S MADE 3D |

CORRESPONDENCE DATA

Fax Number: 2027568087

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.

Phone: 202-756-8000

Email: rkim@mwe.com, bmorgan@mwe.com

Correspondent Name: Richard Y. Kim

Address Line 1: 500 North Capitol Street, NW

Address Line 2: McDermott Will & Emery LLP

Address Line 4: Washington, WASHINGTON 20001

ATTORNEY DOCKET NUMBER: 67600-166

DOMESTIC REPRESENTATIVE

Name: Richard Y. Kim

Address Line 1: 500 North Capitol Street, NW

Address Line 2: McDermott Will & Emery LLP

CH \$65.00 3328408

| | |
|--|------------------|
| Address Line 4: Washington, D.C. 20001 | |
| NAME OF SUBMITTER: | Richard Y. Kim |
| SIGNATURE: | /Richard Y. Kim/ |
| DATE SIGNED: | 08/07/2014 |
| Total Attachments: 3 source=CoverSheet#page1.tif source=Assignment#page1.tif source=Assignment#page2.tif | |

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312846

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|---|---|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| 3959015 Canada Inc. | | 08/01/2014 | CORPORATION: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | 4305647 Canada Inc. | | |
| Street Address: | 133 rue King | | |
| City: | Montreal, Quebec | | |
| State/Country: | CANADA | | |
| Postal Code: | H3C2P2 | | |
| Entity Type: | CORPORATION: CANADA | | |
| 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: | 500 North Capitol Street, NW | | |
| Address Line 2: | McDermott Will & Emery LLP | | |
| Address Line 4: | Washington, D.C. 20001 | | |
| ATTORNEY DOCKET NUMBER: | 067600-0166 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Richard Y. Kim | | |
| Address Line 1: | 500 North Capitol Street, NW | | |
| Address Line 2: | McDermott Will & Emery LLP | | |
| Address Line 4: | Washington, D.C. 20001 | | |
| NAME OF SUBMITTER: | Richard Y. Kim | | |

TRADEMARK

REEL: 005339 FRAME: 0295

CH \$65.00 77050113

**TRADE-MARK
ASSIGNMENT**

WHEREAS 3959015 Canada Inc., the full post office address of whose principal office or place of business is 133 rue King, Montreal, Quebec H3C2P2 Canada (the "Assignor"), owns all rights, title and interest in, under, and to the trade-marks identified in Schedule A attached hereto (the "Marks"), including the registrations and applications therefor, the common law trade-mark rights therein as well as the goodwill associated with and symbolised by the Marks;

WHEREAS 4305647 Canada Inc., the full post office address of whose principal office or place of business is 133 rue King, Montreal, Quebec H3C2P2 Canada (the "Assignee") is desirous of obtaining the entire right, title and interest in and to the Marks, as well as the goodwill associated with and symbolised by the Marks;

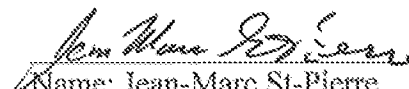
NOW, therefore for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to said Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks, including the goodwill associated with and symbolised by the Marks, together with the right to registration, the applications for registration and registrations set out in Schedule "A" attached hereto and all rights of action accrued under and by virtue thereof, including the right to sue and recover for past infringement of the Marks and any rights of opposition accrued to the Assignor and any of its predecessors in title;

AND the Assignor agrees to execute all such documents and do all such acts, at the costs of the Assignee, as may be necessary to give effect to this Assignment and the recordal thereof;

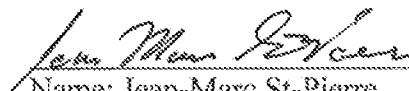
AND the Assignor finally declares that any prior use of the Marks by it or by any of its predecessors in title inures to the exclusive benefit of the Assignee.

EXECUTED at Montreal, Quebec, Canada this 4 day of August 2014.

The Assignor:

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

The Assignee:

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

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 | 85543832 | February 15, 2012 | in progress | in progress |
| HOW IT'S MADE DREAM CARS | N/A | N/A | N/A | N/A | N/A |