

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323194

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Christine C. Shubert, Chapter 7 Trustee for Good Enterprises, Ltd.		10/02/2014	TRUSTEE:
RECEIVING PARTY DATA			
Name:	Skyhorse Publishing, Inc.		
Street Address:	307 West 36th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2704017	GOOD BOOKS	
Registration Number:	2736633	FIX-IT AND FORGET-IT	
Registration Number:	3165807	FIX-IT AND ENJOY-IT!	
Registration Number:	4068447	THE GOOD COOKING STORE	
Registration Number:	4226663	THE GOOD SCOOP	
CORRESPONDENCE DATA			
Fax Number:	8777697945		
<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:	212-765-5070		
Email:	tmdoctc@fr.com, mvanderson@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P. O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	22065-0001001		
NAME OF SUBMITTER:	Myrna Anderson		
SIGNATURE:	/John Johnson - mva/		
DATE SIGNED:	11/13/2014		

CH \$140.00 2704017

Total Attachments: 6

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (the "Assignment") is made October 2, 2014, by and between Christine C. Shubert, Chapter 7 Trustee for Good Enterprises, Ltd. with an office located at 10 Teaberry Drive, Medford, New Jersey 08055 (hereinafter the "Assignor") and Skyhorse Publishing, Inc., a New York corporation with its principal offices located at 307 West 36th Street, New York, NY 10018 (hereinafter the "Assignee").

BACKGROUND. Pursuant to an Asset Purchase Agreement dated September 26, 2014 (the "Agreement")¹, Assignee purchased from Assignor the Purchased Assets including the rights to certain trademarks and trade names. This Assignment assigns those trademarks and trade names from Assignor to Assignee.

NOW, THEREFORE, with the foregoing Background incorporated herein by reference, the parties agree as follows:

1. **ASSIGNMENT.** Assignor, for good and valuable consideration for which the receipt and sufficiency are hereby acknowledged, hereby assigns, transfers, conveys and sets over to Assignee, its successors and assigns, effective as of closing under the Agreement, all its right, title and interest in and to each of the registered trade names, trademarks and applications for registration on the Principal Register in the United States Patent and Trademark Office for such trade names and trademarks listed on Schedule "A" attached to this Assignment (collectively the "Trademarks" and individually a "Trademark"), together with the goodwill associated with each Trademark and the businesses symbolized thereby, to hold and enjoy the same during the full term for which each Trademark has been or may be issued, or any renewal and extension thereof, including, without limitation, any and all prior use of each Trademark and any and all benefit appurtenant thereto, and any and all rights to initiate proceedings for past, present or future infringements of Assignor's or Assignor's predecessor-in-interest's rights, title and interests in and to the Trademarks, and Assignee is hereby authorized to register each Trademark to Assignee's name and thereafter to apply for and receive the renewal and extension of each Trademark's registration.

2. **ACCEPTANCE AND ASSUMPTION.** Assignee hereby agrees to the Assignment and assumes from Assignor all of Assignor's rights, liabilities, and obligations with respect to the Trademarks.

3. **MISCELLANEOUS.** This is an absolute and irrevocable assignment from Assignor to Assignee and shall bind Assignor and Assignor's successors and assigns. Assignor further agrees, upon reasonable request of Assignee, at Assignee's sole cost and expense, to execute any and all documents and take any and all additional actions in order to assign, protect, perfect, and maintain the rights of Assignee in and to the Trademarks.

¹ Capitalized terms used herein that are not otherwise defined herein have the meanings and definitions set forth in the Agreement.

4. **COUNTERPARTS.** This Assignment may be executed in counterparts, each of which shall be deemed to be an original and both of which together shall be deemed to be one and the same instrument. Delivery of an executed counterpart by telefacsimile or e-mail shall be equally as effective as delivery of an original executed counterpart.

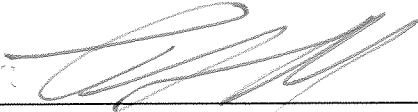
5. **GOVERNING LAW.** This Assignment shall be governed by and construed in accordance with the laws of the State of Pennsylvania, without giving effect to the conflict of laws provisions thereof, and, when and if applicable, the laws of the United States.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, and intending to be legally bound, the Assignor and Assignee caused this Assignment to be duly executed and delivered as of the date first stated above.

ASSIGNOR:

CHRISTINE C. SHUBERT, CHAPTER 7 TRUSTEE FOR
GOOD ENTERPRISES, LTD.

By:  _____

Title: Christine C. Shubert

Date: 10/2/14

ASSIGNEE:

ACCEPTED AND
AGREED TO BY:

SKYHORSE PUBLISHING, INC.

By: _____

Title: _____

Date: _____

IN WITNESS WHEREOF, and intending to be legally bound, the Assignor and Assignee caused this Assignment to be duly executed and delivered as of the date first stated above.

ASSIGNOR:

CHRISTINE C. SHUBERT, CHAPTER 7 TRUSTEE FOR
GOOD ENTERPRISES, LTD.

By: _____

Title: Christine C. Shubert

Date: _____

ASSIGNEE:

ACCEPTED AND
AGREED TO BY:

SKYHORSE PUBLISHING, INC.

By: Tony Fu

Title: PRESIDENT

Date: 10/2/14

SCHEDULE A
TRADEMARKS TO BE ASSIGNED

FILE NUMBER	COUNTRY	APPLICATION NUMBER	REGISTRATIO N NUMBER	TITLE	STATUS	DATE FILED	REGISTRATIO N DATE	ACTIVITY NAME	DUE DATE
G1133/30002	US	76350373	2704017	GOOD BOOKS	Registered	Dec 19, 2001	Apr 8, 2003	Section 8 Declaration and 9 Renewal Application	Apr 8, 2023
G1133/30003	US	76975580	2736633	FIX-IT AND FORGET-IT	Registered	Dec 19, 2001	Jul 15, 2003	Section 8 Declaration and 9 Renewal Application	Jul 15, 2023
G1133/30006	US	76978174	3165807	FIX-IT AND ENJOY-IT (CHILD OF APPLICATION G1133/30004)	Registered	Dec 1, 2004	Oct 31, 2006	Section 8 Declaration and 9 Renewal Application	Oct 31, 2016
G1133/30007	EM	6379655	006379655	GOOD BOOKS	Registered	Oct 19, 2007	Jun 18, 2010	Renewal	Oct 19, 2017
G1133/30008	EM	6379812	6379812	FIX-IT AND ENJOY-IT	Registered	Oct 19, 2007	Sep 3, 2008	Renewal	Oct 19, 2017
G1133/30009	EM	6379937	6379937	FIX-IT AND FORGET-IT	Registered	Oct 19, 2007	Oct 3, 2008	Renewal	Oct 19, 2017
G1133/30012	US	85156030	4068447	THE GOOD COOKING STORE (stylized and/or design)	Registered	Oct 19, 2010	Dec 6, 2011	Section 8/15 Filing	Dec 6, 2017
G1133/30017	US	85295343	4226663	THE GOOD SCOOP	Registered	Apr 14, 2011	Oct 16, 2012	Section 8/15 Filing	Oct 16, 2018

TRADEMARK