

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324020

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MACFADDEN BEVERAGE BUSINESS, LLC		11/19/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BEVERAGE MARKETING CORPORATION OF NEW YORK		
Street Address:	850 Third Avenue, 13th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2775774	THE BEVERAGE FORUM	
CORRESPONDENCE DATA			
Fax Number:	3128032209		
<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:	212-407-4000		
Email:	aprovenio@loeb.com		
Correspondent Name:	TAMARA F. CARMICHAEL - LOEB & LOEB LLP		
Address Line 1:	345 PARK AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10154		
ATTORNEY DOCKET NUMBER:	220417-10001		
NAME OF SUBMITTER:	TAMARA F. CARMICHAEL		
SIGNATURE:	/TAMARA F. CARMICHAEL/		
DATE SIGNED:	11/21/2014		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (this "Assignment") is made and dated as of November 19, 2014 (the "Effective Date"), by and between **BEVERAGE MARKETING CORPORATION OF NEW YORK**, a New York corporation with an address at 850 Third Avenue, 13th Floor, New York, New York 10022 ("Assignee"), and **MACFADDEN BEVERAGE BUSINESS, LLC**, a Delaware limited liability company, with an address at 333 Seventh Avenue, 11th Floor, New York, NY 10001 ("Assignor").

WHEREAS, Assignor is the current owner of U.S. Trademark Registration No. 2775774 for the mark **THE BEVERAGE FORUM** for "arranging and conducting annual educational conferences on current topics of interest to the beverage industry" in Class 41, filed on October 21, 2003 with a claim of first use in commerce as of November, 24 1993 (the "Mark");

WHEREAS, Assignee desires to acquire from Assignor, and Assignor agrees to transfer and assign to Assignee, all of Assignor's right, title and interest in and to the Mark, and any common law rights and marks, together with the goodwill of the business connected with the use of and symbolized by the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee, intending to be legally bound, covenant and agree as follows: Assignor hereby transfers and assigns to Assignee, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer and assignment had not been made, and Assignee hereby accepts the transfer and assignment of, (i) all of Assignor's right, title and interest in and to the Mark, and any related common law rights and marks, together with the goodwill of the business symbolized by the Mark, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns, and (ii) all rights of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of the Mark, including the right to bring an action for past, present and future infringement, dilution, unfair competition, or other misappropriation or misuse, and all rights to recover damages, profits, attorneys' fees, and injunctive relief for infringement, dilution, unfair competition, or other misappropriation or misuse.

This Assignment may be executed in two (2) or more counterparts, each of which shall be an original, and all of which shall constitute an agreement. A facsimile, scanned or electronic signature will be given the same binding effect as if the signature were an original.


[No Further Text On This Page]

IN WITNESS WHEREOF, each of the Parties has caused this Assignment to be duly executed and delivered as of the Effective Date.

BEVERAGE MARKETING CORPORATION OF NEW YORK


Print name: _____
Print title: _____
Date: _____

MACFADDEN BEVERAGE BUSINESS, LLC


Print name: ANNA BLANCO
Print title: MANAGER
Date: November 19, 2014

IN WITNESS WHEREOF, each of the Parties has caused this Assignment to be duly executed and delivered as of the Effective Date.

BEVERAGE MARKETING CORPORATION OF NEW YORK


Print name: Michael C. Bellas
Print title: Chairman
Date: 11/19/14

MACFADDEN BEVERAGE BUSINESS, LLC

Print name: _____
Print title: _____
Date: _____