

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM325766

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Snow23, Inc.		12/10/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	New York Public Radio		
Street Address:	160 Varick Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4558137	HERE'S THE THING...	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<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:	914-723-4300		
Email:	rduff@lsllp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	15895		
NAME OF SUBMITTER:	Renee L. Duff		
SIGNATURE:	/RLD/		
DATE SIGNED:	12/10/2014		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Snow23, Inc., a corporation existing under the laws of the State of New York, with its principal place of business at 698 Sackett Street, #2R, Brooklyn, New York 11217, ("Assignor"), is the owner of all right, title and interest in and to:

Registration No. 4,558,137
Registration Date: July 1, 2014
Mark Here's the Thing... (the "Mark");

and

WHEREAS, New York Public Radio, a corporation existing under the laws of the State of New York, with its principal place of business at 160 Varick Street, New York, New York 10013, ("Assignee"), is desirous of acquiring all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and its respective registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged by the parties, Assignor hereby transfers and assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the Mark together with the goodwill of the business symbolized by and associated with the Mark, and together with the right to sue for and recover damages for past infringement of the Mark and to stand in place of Assignor in all matters related thereto.

Effective as of December 10th, 2014.

SNOW23, INC.

By: 

Name: Michael Draskoczy

Title: President

Dated: December 10th, 2014

NEW YORK PUBLIC RADIO

By: 

Name:

Title:

Dated: 12/10, 2014