

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eagle River Holdings, LLC		11/18/2014	LIMITED LIABILITY COMPANY: WASHINGTON
RECEIVING PARTY DATA			
Name:	Marksmen, Inc.		
Street Address:	111 N Maryland Avenue		
Internal Address:	Suite 201		
City:	Glendale		
State/Country:	CALIFORNIA		
Postal Code:	91206		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3499504	1CAST	
CORRESPONDENCE DATA			
Fax Number:	6462802022		
<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:	2126492022		
Email:	trademarks@hearst.com		
Correspondent Name:	Maureen Sheehan		
Address Line 1:	300 West 57th Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	12476 1CAST ASSIGNMENT1		
NAME OF SUBMITTER:	Karolyn Richter		
SIGNATURE:	/Karolyn Richter/		
DATE SIGNED:	12/16/2014		
Total Attachments: 1			
source=Eagle River Assign to Marksmen#page1.tif			

CH \$40.00 3499504

TRADEMARK ASSIGNMENT

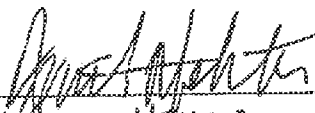
WHEREAS, Eagle River Holdings, LLC, a Washington limited liability company with an address of 2300 Carillon Point Kirkland, WA 98033, USA, ("Assignor"), has adopted and used the trademark, ICAST, Registration No. 3499504, and is the owner of said trademark (the "Trademark"); and

WHEREAS, ~~MARKSMEN INC.~~
having an address at ~~111 N. HAZEL AVE, GLENDALE, CA 91206~~ ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademark, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: NOV. 18, 2014

Eagle River Holdings, LLC

By: 
Name: AMIT WENTA
Title: EVP