

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326306

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marksman, Inc.		11/18/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hearst Television Inc.		
Street Address:	300 West 57th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW YORK		
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 ASSIGNMENT2		
NAME OF SUBMITTER:	Karolyn Richter		
SIGNATURE:	/Karolyn Richter/		
DATE SIGNED:	12/16/2014		
Total Attachments: 1			
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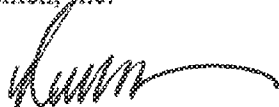
TRADEMARK ASSIGNMENT

WHEREAS, Marksmen, Inc., a Delaware corporation having an address of 111 N Maryland Avenue, Suite 201, Glendale, CA 91206, USA, ("Assignor"), has adopted the trademark, ICAST, Registration No. 3499504, and is the owner of said trademark (the "Trademark"); and

WHEREAS, Hearst Television, Inc., a New York corporation, having an address at 300 West 57th Street, 40th Floor, New York, NY 10019, USA ("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: NOVEMBER 18, 2012
Marksmen, Inc.

By: 
Name: KAROL LINN
Title: COO