

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM330824

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Parade Media Group LLC		09/17/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Athlon Sports Communications, Inc.		
<b>Doing Business As:</b>	Athlon Media Group		
<b>Street Address:</b>	2451 Atrium Way		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37214		
<b>Entity Type:</b>	CORPORATION: TENNESSEE		
<b>PROPERTY NUMBERS Total: 28</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86270014	PERSONALITY PARADE	
<b>Serial Number:</b>	86245344	LABEL TO TABLE	
<b>Serial Number:</b>	86245346	LABEL TO TABLE	
<b>Registration Number:</b>	1463178	IN STEP WITH	
<b>Registration Number:</b>	1450177	LAUGH PARADE	
<b>Registration Number:</b>	1715635	PERSONALITY PARADE	
<b>Registration Number:</b>	1729276	WALTER SCOTT'S PERSONALITY PARADE	
<b>Registration Number:</b>	1643196	ASK MARILYN	
<b>Registration Number:</b>	2640630	ASK MARILYN	
<b>Registration Number:</b>	4007869	COOKIT!	
<b>Registration Number:</b>	3939203	DASH	
<b>Registration Number:</b>	3939202	DASH SIMPLE. FAST. DELICIOUS.	
<b>Registration Number:</b>	2193743	GOODWORDS	
<b>Registration Number:</b>	2042991	HEALTH ON PARADE	
<b>Registration Number:</b>	1713573	INTELLIGENCE REPORT	
<b>Registration Number:</b>	3652773	NUMBRIX	
<b>Registration Number:</b>	2546966	PARADE	
<b>Registration Number:</b>	0740934	PARADE	
<b>TRADEMARK</b>			

CH \$715.00 86270014

Property Type	Number	Word Mark
Registration Number:	3035859	PARADE
Registration Number:	2549760	PARADE ALL-AMERICA
Registration Number:	0815169	PARADE ANSERCARD
Registration Number:	2538660	PARADE CLASSROOM
Registration Number:	2917637	PARADE PARTNERS
Registration Number:	2519983	PARADE PLUS
Registration Number:	2297806	PARADE.COM
Registration Number:	3592765	PARADE'S HEALTHY STYLE
Registration Number:	2016591	SCIENCE ON PARADE
Registration Number:	2568680	WHAT PEOPLE EARN

**CORRESPONDENCE DATA**

Fax Number: 4048738501

*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.*

Phone: 4048738624

Email: trademarks@agg.com

Correspondent Name: J. Tucker Barr

Address Line 1: 171 17th Street, NW

Address Line 2: Suite 2100

Address Line 4: Atlanta, GEORGIA 30363

**ATTORNEY DOCKET NUMBER:** 26069.3

**NAME OF SUBMITTER:** J. Tucker Barr

**SIGNATURE:** /J. Tucker Barr/

**DATE SIGNED:** 02/03/2015

**Total Attachments: 9**

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ASSET PURCHASE AGREEMENT

by and between

PARADE MEDIA GROUP LLC

("Seller")

and

ATHLON SPORTS COMMUNICATIONS, INC.

("Buyer")

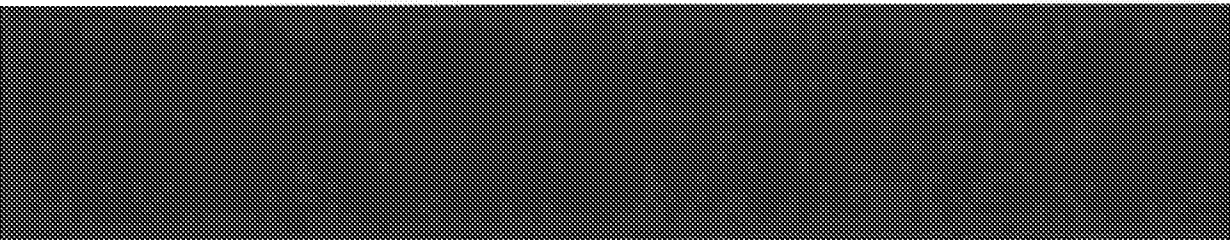
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Dated: September 17, 2014

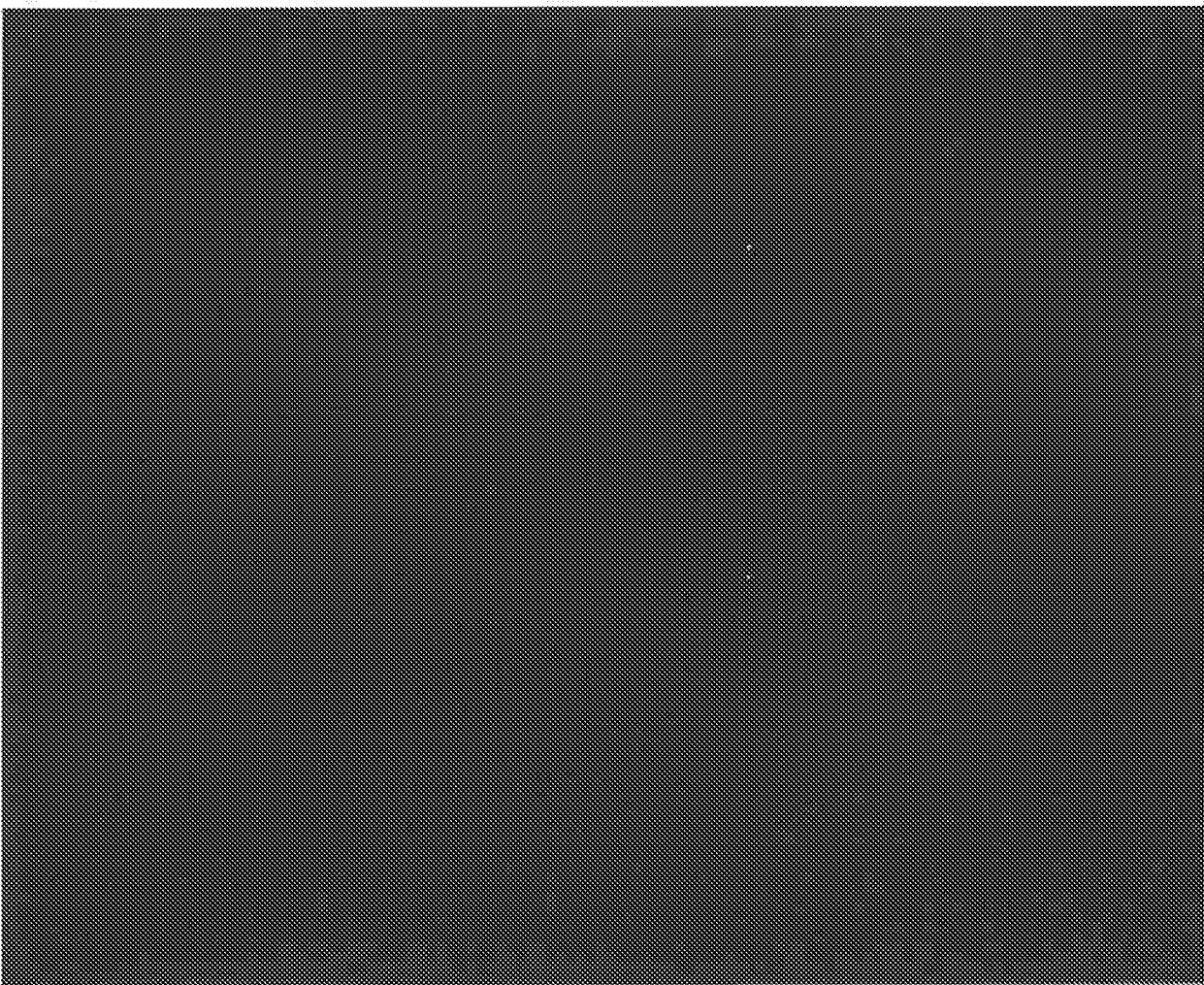
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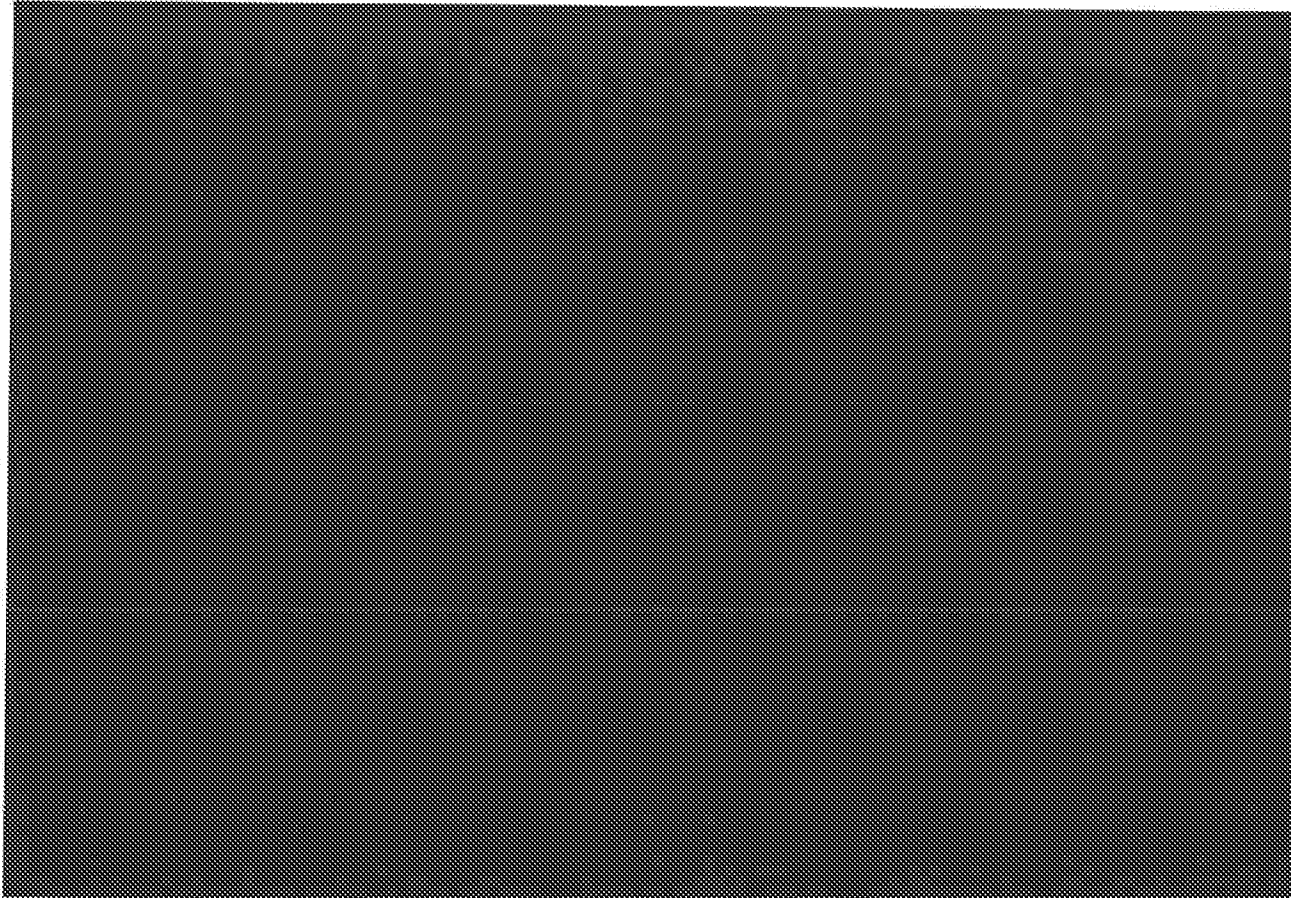
ASSET PURCHASE AGREEMENT

THIS ASSET PURCHASE AGREEMENT (this "Agreement") is made as of the \_\_\_ day of September, 2014 (the "Effective Date") by and between PARADE MEDIA GROUP LLC, a Delaware limited liability company ("Seller"), and ATHLON SPORTS COMMUNICATIONS, INC., a Tennessee corporation ("Buyer").



B. Seller desires to sell to Buyer and Buyer desires to buy from Seller and its Affiliates Advance Magazine Publishers, Inc., a New York corporation ("AMPI"), and Media Group Services LLC, a Delaware limited liability company ("MGS," and each of Seller, AMPI, and MGS is a "Seller Entity" and collectively are the "Seller Entities"), certain assets of the Seller Entities used in the Business, upon and subject to the terms and conditions contained in this Agreement.

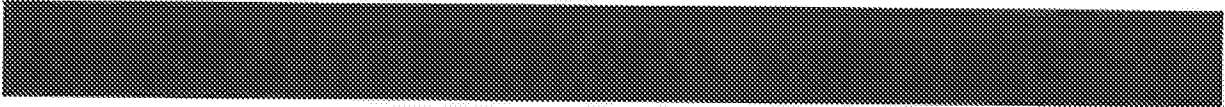




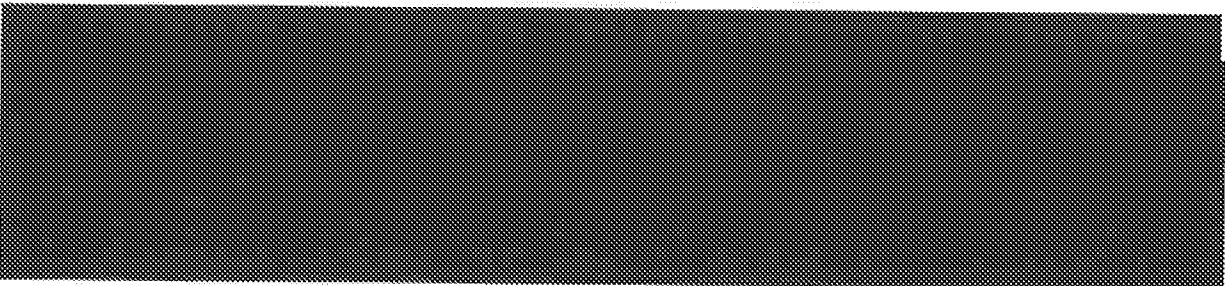
**SECTION 2. SALE AND TRANSFER OF THE ASSETS**

2.1. Purchase and Sale of the Acquired Assets.

(a) Subject to the terms of this Agreement, Seller hereby agrees to sell, convey, transfer, assign, and deliver to Buyer (or cause the other Seller Entities to convey, transfer, assign, and deliver to Buyer), and Buyer hereby agrees to purchase and accept from Seller (or the other Seller Entities), all of Seller's (or the other Seller Entities') right, title, and interest in, to, and under the following assets (collectively, the "Acquired Assets"), free and clear of any and all Liens (except Permitted Liens), but subject to the Assumed Liabilities (as defined below):



(ii) the other tangible and intangible assets identified in Schedule 2.1; and



IN WITNESS WHEREOF, the parties have executed this Agreement and caused the same to be duly delivered as of the Effective Date.

SELLER:

PARADE MEDIA GROUP LLC

By: Steven Newhouse  
Name: Steven O. Newhouse  
Title: Vice President

BUYER:

ATHLON SPORTS COMMUNICATIONS, INC.

By: *Charles W. Allen*  
Name: *Charles W. Allen*  
Title: *President & CEO*

Asset Purchase Agreement - Parade Media Group LLC and Athlon Sports Communications, Inc.

**SCHEDULE 2.1  
ACQUIRED ASSETS**



316797

**TRADEMARK  
REEL: 005451 FRAME: 0485**



All rights ██████████ in registrations and applications thereof with Governmental Entities in the following trademarks:

Country/Name	Trademark Name	Trademark Status	App Number	Fil Date	Pub Date	Reg Number	Reg Date
United States of America	7-MINUTE SOLUTION	Registered	76/707010	29-Mar-2011		3979683	14-Jun-2011
United States of America	AMERICA'S GIVING CHALLENGE	Registered	76/684456	29-Nov-2007	15-Apr-2008	3957956	10-May-2011
United States of America	ASK MARILYN	Registered	74/027281	07-Feb-1990		1643196	30-Apr-1991
United States of America	ASK MARILYN	Registered	76/170852	24-Nov-2000	05-Mar-2002	2640630	22-Oct-2002
United States of America	CELEBRITY PARADE	Registered	85/683011	20-Jul-2012	29-Jan-2013	4320251	16-Apr-2013
United States of America	COOKIT!	Registered	76/703849	21-Jul-2010	24-May-2011	4007869	09-Aug-2011
United States of America	DASH	Registered	85/105192	11-Aug-2010	25-Jan-2011	4206547	11-Sep-2012
United States of America	DASH	Registered	85/060282	11-Jun-2010	26-Oct-2010	3939203	29-Mar-2011
United States of America	DASH DIRECT	Registered	85/201933	20-Dec-2010	24-May-2011	4050753	01-Nov-2011
United States of America	DASH SIMPLE. FAST. DELICIOUS.	Registered	85/060277	11-Jun-2010	26-Oct-2010	3939202	29-Mar-2011
United States of America	GOODWORDS	Registered	75/351689	04-Sep-1997		2193743	06-Oct-1998

United States of America	HEALTH ON PARADE	Registered	75/013077	31-Oct-1995		2042991	11-Mar-1997
United States of America	IN STEP WITH	Registered	659874	11-May-1987		1463178	27-Oct-1987
United States of America	INTELLIGENCE REPORT	Registered	74/198124	26-Aug-1991		1713573	08-Sep-1992
United States of America	KENNECTIONS	Registered	85/764753	26-Oct-2012	10-Sep-2013	4438721	26-Nov-2013
United States of America	LABEL TO TABLE	Pending	86/245344	08-Apr-2014			
United States of America	LABEL TO TABLE	Pending	86/245346	08-Apr-2014			
United States of America	LAUGH PARADE	Registered	607238	30-Jun-1986		1450177	28-Jul-1987
United States of America	MANNER UP!	Registered	76/707011	29-Mar-2011	16-Nov-2011	4100477	21-Feb-2012
United States of America	NUMBRIX	Registered	76/690127	30-May-2008	30-Sep-2008	3652773	07-Jul-2009
United States of America	OUR SIMPLY DELICIOUS GUIDE TO WHAT'S COOKIN'	Registered	76/619503	05-Nov-2004	04-Oct-2005	3033971	27-Dec-2005
United States of America	PARADE	Registered	76/223129	12-Mar-2001	18-Dec-2001	2546966	12-Mar-2002
United States of America	PARADE	Registered	72/135222	04-Jan-1962		740934	20-Nov-1962
United States of America	PARADE (STYLIZED) - COVERING COLOR	Registered	78/592092	22-Mar-2005	04-Oct-2005	3035859	27-Dec-2005
United States of America	PARADE ALL-AMERICA	Registered	76/222107	09-Mar-2001	25-Dec-2001	2549760	19-Mar-2002
United States of America	PARADE ANSERCARD	Registered	159843	27-Dec-1962		815169	13-Sep-1966

United States of America	PARADE CLASSROOM	Registered	76/112592	21-Aug-2000	22-May-2001	2538660	12-Feb-2002
United States of America	PARADE PARTNERS	Registered	76/154149	27-Oct-2000	12-Feb-2002	2917637	11-Jan-2005
United States of America	PARADE PLUS	Registered	76/227347	21-Mar-2001	25-Sep-2001	2519983	18-Dec-2001
United States of America	PARADE.COM	Registered	75/524641	23-Jul-1998	14-Sep-1999	2297806	07-Dec-1999
United States of America	PARADE'S HEALTHY STYLE	Registered	77/437921	02-Apr-2008	05-Aug-2008	3592765	17-Mar-2009
United States of America	PERSONALITY PARADE	Registered	74/198123	26-Aug-1991		1715635	15-Sep-1992
United States of America	PERSONALITY PARADE	Pending	86/270014	02-May-2014			
United States of America	SCIENCE ON PARADE	Registered	75/023665	22-Nov-1995		2016591	12-Nov-1996
United States of America	WALTER SCOTT'S PERSONALITY PARADE	Registered	74/198110	26-Aug-1991		1729276	03-Nov-1992
United States of America	WHAT AMERICA EATS	Registered	85/245798	18-Feb-2011	16-Aug-2011	4155105	05-Jun-2012
United States of America	WHAT PEOPLE EARN	Registered	76/202825	22-Jan-2001		2568680	07-May-2002
United States of America	WORDBLAZER	Registered	76/696567	30-Mar-2009	24-Nov-2009	4157977	12-Jun-2012

