

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336650

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hollywood Life, LLC		03/30/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	PENSKE MEDIA CORPORATION		
Street Address:	11175 SANTA MONICA BLVD		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2827406	BREAKTHROUGH OF THE YEAR AWARDS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(310)788-8688		
Email:	elizabeth@swansoniplaw.com		
Correspondent Name:	Elizabeth Swanson		
Address Line 1:	1901 Avenue of the Stars		
Address Line 2:	Suite 200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	35202		
NAME OF SUBMITTER:	Elizabeth Swanson		
SIGNATURE:	/Elizabeth Swanson/		
DATE SIGNED:	03/30/2015		
Total Attachments: 1			
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OP \$40.00 2827406

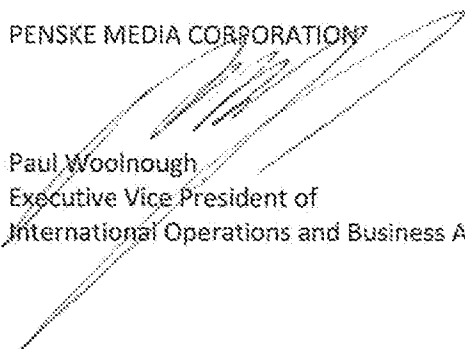
SUBMISSION OF FACTS EXPLAINING TRANSFER OF TITLE OF BREAKTHROUGH OF THE YEAR AWARDS
MARK AND REGISTRATION NO. 2,827,406 UNDER 37 C.F.R. §2.20 AND TMEP §9502 ET SEQ.

I, PAUL WOOLNOUGH, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true; AND I STATE THE FOLLOWING:

- 1) I am the Executive Vice President of International Operations and Business Affairs for Penske Media Corporation, which is also known as "PMC".
- 2) I was an executive within Hollywood Life, LLC which was the owner of record for the BREAKTHROUGH OF THE YEAR AWARDS mark, goodwill and registration number 2,827,406 in the Trademark Assignment Division of the USPTO.
- 3) All of Hollywood Life, LLC's assets, including all rights to the instant mark and registration, were transferred to Penske Media Corporation for good and valuable consideration.

Executed this 30 day of March, 2015 at Los Angeles, California.

PENSKE MEDIA CORPORATION


Paul Woolnough
Executive Vice President of
International Operations and Business Affairs