

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM337456

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900320654		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNCOMMON CONTENT PARTNERS, LLC		02/24/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	UNCOMMON ANGLING LLC		
Street Address:	110 East 25th Street		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4501862	HOOKED UP	
Registration Number:	4668445	HOOKED UP INVITATIONAL	
Serial Number:	86136785	HOOKED UP	
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:	2125030559		
Email:	ksruisi@venable.com		
Correspondent Name:	KRISTEN RUISI		
Address Line 1:	1270 Avenue of the Americas		
Address Line 4:	NEW YORK, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	128461-368278		
NAME OF SUBMITTER:	Kristen Ruisi		
SIGNATURE:	/KR/		
DATE SIGNED:	04/07/2015		
Total Attachments: 2			
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DEED OF TRADEMARK ASSIGNMENT

TO ALL IT MAY CONCERN, effective as of this 24 day of February, 2015 be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, UNCOMMON CONTENT PARTNERS, LLC, a limited liability company organized and existing under the laws of Delaware, having its principal address at 110 East 25th Street, New York, New York, 10010(hereinafter "Assignor"), hereby sells, assigns and transfers to UNCOMMON ANGLING LLC, a limited liability company organized and existing under the laws of Delaware, having its principal address at 110 East 25th Street, New York, New York, 10010 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in and to the trademarks listed below in the United States, its territories and possessions, all associated artwork, labels and package designs, the goodwill of the business associated with said trademarks, all past, present and future claims, demands and causes of action based thereon, and including the following trademark application and registrations therefor:

Trademark	U.S. Registration or Application No.	Reg. or Application Date
HOOKED UP	4501862	March 25, 2014
HOOKED UP	86136785	December 06, 2013
HOOKED UP INVITATIONAL	4668445	January 06, 2015

Assignee is the successor to business and assets of Assignor related to that portion of the Assignors business to which the mark pertains.

UNCOMMON CONTENT PARTNERS, LLC


By: 

Name: Kenneth Dawood

Position: COO

Date: 2/24/15

UNCOMMON ANGLING LLC

By: 

Name: Kenneth DeWard

Position: COO

Date: 2/24/15