

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356192

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Malt Advocate, Inc.		06/15/2010	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	M. Shanken Communications, Inc.		
Street Address:	825 Eighth Avenue, 33rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3771265	WHISKYWEEK	
Registration Number:	4084341	WHISKY ADVOCATE	
Registration Number:	3629197	MALT ADVOCATE	
Registration Number:	3690895	WHISKY FEST	
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:	(212) 549-0346		
Email:	dcohen@reedsmith.com		
Correspondent Name:	Darren B. Cohen		
Address Line 1:	Reed Smith LLP, 599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Darren B. Cohen		
SIGNATURE:	/Darren B. Cohen/		
DATE SIGNED:	09/24/2015		
Total Attachments: 3			
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OP \$115.00 3771265

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of this 15th day of June, 2010 by MALT ADVOCATE, INC., a Pennsylvania corporation ("*Malt Advocate*"), to M. SHANKEN COMMUNICATIONS, INC., a New York corporation ("*Assignee*").

WHEREAS, Malt Advocate has agreed to transfer and assign to Assignee all of its right, title and interest associated with the trademarks and pending applications (and any registered trademarks resulting therefrom) set forth on **Schedule A** attached hereto (collectively, the "*Assigned Trademarks*").

NOW, THEREFORE, for and in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Malt Advocate hereby sells, assigns, transfers and sets over unto Assignee, and Assignee hereby accepts the transfer and assignment of, all of Malt Advocate's worldwide right, title and interest in, to and under the Assigned Trademarks, together with the goodwill associated therewith and which is symbolized thereby, all rights to sue for infringement or dilution or other unauthorized use of any Assigned Trademarks, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States of America or in any other country or countries, the same to be held and enjoyed by Assignee, its successors and assigns, from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Malt Advocate had this Assignment not been made.

Except to the extent that Federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of New York without regard to conflicts of laws principles.

IN WITNESS WHEREOF, Malt Advocate has executed this Assignment of Trademarks as of the above written date.

MALT ADVOCATE, INC.

By: 

John B. Hansell
President

Commonwealth of Pennsylvania)
)
COUNTY OF Lehigh) SS. :

On the 14th day of June, 2010, before me personally appeared John B. Hansell, the President of Malt Advocate, Inc., a Pennsylvania corporation, known to me to be the person whose name is subscribed to the within instrument and who acknowledged that he executed the same as an officer of and on behalf of said corporation, for the purposes therein contained.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Robin D. Schultz
Notary Public

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
ROBIN D. SCHULTZ, Notary Public
City of Allentown, Lehigh County
My Commission Expires November 19, 2013

Assigned Trademarks

Trademark	Registration Number
WHISKYWEEK	3,771,265
WHISKY FEST	3,690,895
Whisky Advocate	Serial #77795,247
Malt Advocate	3,629,197

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