

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371639

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900351772		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PGM-MB Holdings LLC		12/10/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Adweek LLC		
Street Address:	825 8th Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3982312	SOCIAL TIMES	
Registration Number:	4144302	TVSPY	
Registration Number:	4155717	FISHBOWLDC	
Registration Number:	3526648	TVNEWSER	
Registration Number:	3704982	AGENCYSPY	
Registration Number:	3704983	FISHBOWLNY	
Registration Number:	3704838	GALLEYCAT	
CORRESPONDENCE DATA			
Fax Number:	2033271096		
<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:	203-324-6155		
Email:	JBUTCHKO@SSJR.COM		
Correspondent Name:	Gene S. Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	06657-A0023A		

NAME OF SUBMITTER:	Gene S. Winter
SIGNATURE:	/Gene S. Winter/
DATE SIGNED:	02/02/2016
Total Attachments: 4 source=06657-A0023A Nunc Pro Tunc Confirmatory Assignment to Adweek#page1.tif source=06657-A0023A Nunc Pro Tunc Confirmatory Assignment to Adweek#page2.tif source=06657-A0023A Nunc Pro Tunc Confirmatory Assignment to Adweek#page3.tif source=06657-A0023A Nunc Pro Tunc Confirmatory Assignment to Adweek#page4.tif	

TRADEMARK ASSIGNMENT COVER SHEET

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ETAS ID: TM370610

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	NAME PROTECTING ASSIGNMENT ASSIGNMENT OF THE
EFFECTIVE DATE:	X/23/2014X ENTIRE INTEREST AND
RESUBMIT DOCUMENT ID:	900350468 THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PGM-MB Holdings LLC		12/10/2015	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Adweek LLC
Street Address:	825 8th Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3982312	SOCIAL TIMES
Registration Number:	4144302	TVSPY
Registration Number:	4155717	FISHBOWLDC
Registration Number:	3526648	TVNEWSER
Registration Number:	3704982	AGENCYSPY
Registration Number:	3704983	FISHBOWLNY
Registration Number:	3704838	GALLEYCAT

CORRESPONDENCE DATA

Fax Number: 2033271096

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Phone: 203-324-6155

Email: JBUTCHKO@SSJR.COM

Correspondent Name: Gene S. Winter

Address Line 1: 986 Bedford Street

Address Line 2: St. Onge Steward Johnston & Reens LLC

Address Line 4: Stamford, CONNECTICUT 06905



U.S. CONFIRMATORY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of October 23, 2014 (the "Effective Date"), is between **PMG-MB Holdings LLC**, a Delaware Limited Liability Company having offices at 770 Broadway, New York, New York, 10003 USA ("Assignor"); and **Adweek LLC**, a New York Limited Liability Company having offices at 825 8th Avenue, New York, New York, 10019 USA ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the Trademarks, Patents, Copyrights, and other Intellectual Property and Registrations therefore described on Schedule A attached hereto (hereinafter referred to collectively as the "Properties") and all of the goodwill of the businesses associated therewith.

WHEREAS, for good and valuable consideration and upon the terms and conditions set forth below, Assignee has acquired all rights, title and interest in and to said Properties described on Schedule A as of the Effective Date;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, its entire right, title and interest in and to said Trademarks and Properties listed on the attached Schedule A, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, as well as all of the goodwill of the business symbolized by said Trademarks and Properties are used, including without limitation, the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of the Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, the right to sue for past and future infringement as well as the right to oppose or to continue to oppose to any conflicting application or registration and the right to take action and claim

damages/profits for past, present or future infringement/encroachment relating to the foregoing assigned rights.

2. Further Assurances. At the reasonable request of either party and without further consideration, the other party shall execute and deliver such other instruments of assignment and assumption and take such other actions as may be necessary to effect the intent of this Assignment and the Assignor undertakes and will promptly execute and deliver any document necessary to the recordal of the present Trademarks Assignment Agreement.

IN WITNESS WHEREOF, the undersigned, pursuant to authority duly received, has duly executed this Assignment on the 10th day of December, 2015.

(Assignor)

(Assignee)

PMG-MB Holdings LLC

Adweek LLC

By: 

By: 

Name: Jeffrey Wilbur

Name: Jeffrey Wilbur

Title: President

Title: President

SCHEDULE "A"

TRADEMARK	U.S. Registration No.
SOCIAL TIMES SOCIAL TIMES	RN: 3982312 SN: 77929288
TVSPY TVSPY	RN: 4144302 SN: 85372685
FISHBOWLDC FISHBOWLDC	RN: 4155717 SN: 85372765
TVNEWSER TVNEWSER	RN: 3526648 SN: 77314730
AGENCYSPY AgencySpy	RN: 3704982 SN: 77709935
FISHBOWLNY FishbowlNY	RN: 3704983 SN: 77709940
GALLEYCAT GalleyCat	RN: 3704838 SN: 77700268