

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375263

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Social Media Today, LLC		02/22/2016	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Industry Dive, Inc.		
Street Address:	829 7th Street NW, Floor 3		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4501443	THE SOCIAL SHAKE-UP	
Registration Number:	3645983	SOCIAL MEDIA TODAY	
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>			
Email:	lbarnes@robinsonbradshaw.com		
Correspondent Name:	Lani Barnes, Robinson, Bradshaw & Hinson		
Address Line 1:	101 North Tryon Street, Suite 1900		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
ATTORNEY DOCKET NUMBER:	22359.00014		
NAME OF SUBMITTER:	Lani Barnes		
SIGNATURE:	/Lani Barnes/		
DATE SIGNED:	03/02/2016		
Total Attachments: 2			
source=Industry Drive Assignment -Social Media Today#page1.tif			
source=Industry Drive Assignment -Social Media Today#page2.tif			

CH \$65.00 4501443

TRADEMARK ASSIGNMENT

WHEREAS, Social Media Today, LLC, a Delaware limited liability company (“Assignor”) and Industry Dive, Inc., a Delaware corporation (“Assignee”) have entered into that certain Asset Purchase Agreement, dated as of the date hereof, pursuant to which Assignor has assigned, or agreed to assign, to Assignee certain trademark rights of Assignor, including its rights in the trademarks set forth on **Schedule A** attached hereto (the “Trademarks”), together with the goodwill of the business symbolized by the Trademarks, along with the right to recover damages for any infringement or dilution thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all of the right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, along with the right to sue for and recover any profits, penalties, expenses and other damages arising out of or related to any past, present and/or future infringement or dilution of the Trademarks or the goodwill symbolized by the Trademarks. Assignor further agrees that, upon request by Assignee, Assignor shall execute and deliver such documents and instruments and perform such other acts as may be reasonably required in order to vest all of Assignor’s right, title and interest in and to the Trademarks in Assignee, including the delivery to Assignee of any relevant evidence in Assignor’s possession or control that may be reasonably required to support the foregoing.

This the 22nd day of February, 2016.

SOCIAL MEDIA TODAY LLC



By: _____
Mary F. Sanford, Manager of Administration
and Finance

Schedule A

Trademarks

Series Number	Registration Number	Mark
86036056	4501443	THE SOCIAL SHAKE-UP
77490588	3645983	SOCIAL MEDIA TODAY
77490769	3688152	[CIRCLE DESIGN MARK]