

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386175

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
School of Visual Arts, Inc.		06/01/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SVA of New York, LLC		
Street Address:	209 East 23rd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Serial Number:	75538364	SVA SCHOOL OF VISUAL ARTS	
Serial Number:	75538365	SCHOOL OF VISUAL ARTS	
Serial Number:	75538363		
Serial Number:	75538370	SVA	
Serial Number:	85981253	SVA NYC	
Serial Number:	86164726	SVA NYC	
Serial Number:	86293152	AFTER SCHOOL SPECIAL	
Serial Number:	78819881	HOW BAD DO YOU WANT TO BE GOOD?	
Serial Number:	77059889		
Serial Number:	77059872	SQUIDLEY	
Serial Number:	76592081	SQUIDLEY	
Serial Number:	85862669	SVA NYC	
Serial Number:	86164635	SVA NYC	
CORRESPONDENCE DATA			
Fax Number:	9175229970		
<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) 735-8870		
Email:	msegui@morrisoncohen.com		

CH \$340.00 75538364

Correspondent Name: Christopher D. Hopkins
Address Line 1: 909 Third Avenue, 27th Floor
Address Line 2: c/o Morrison Cohen LLP
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Christopher D. Hopkins
SIGNATURE:	/Christopher D. Hopkins/
DATE SIGNED:	06/01/2016

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, School of Visual Arts, Inc., a New York corporation (the "Assignor") has used the marks referenced in Schedule A attached hereto (the "Marks"); and

WHEREAS, SVA of New York, LLC, a New York limited liability company (the "Assignee") desires to obtain any and all right, title and interest that the Assignor may have in and to the Marks and registrations therefor and renewals thereof and any common law rights thereto, together with the goodwill of the Assignor's business connected with the Marks, with which the Marks have been used and which are symbolized by the Marks (the "Goodwill"), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby contribute, assign, and transfer to the Assignee, effective as of the date hereof, all of Assignor's right, title and interest in and to the Marks and the registrations therefor and renewals thereof and any common law rights thereto, together with: (a) the Goodwill; (b) the right to recover for damages and profits, due or accrued, arising out of past infringements of the Marks or injury to the Goodwill and the right to sue for and recover the same in the Assignee's own name; and (c) any rights of opposition and the right to oppose the same in the Assignee's own name.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may reasonably require in order to vest all of the Assignor's right, title and interest in and to the Marks in the Assignee and to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor. Without limiting the generality of the foregoing, the Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to record the Assignee as owner of the Marks and to issue any all registrations, including renewals thereof, to the Assignee, its successors, assigns, nominees or other legal representatives.

[Signature page follows]

Dated as of 1st day of June, 2016.

SCHOOL OF VISUAL ARTS, INC.

By: David Rhodes

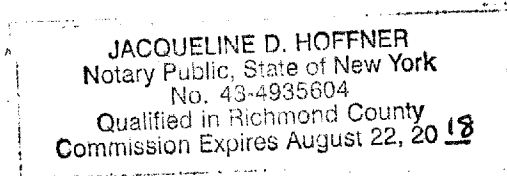
Name: David Rhodes

Title: President

STATE OF N.Y.)
) SS.:
COUNTY OF N.Y.)

On the 1st day of June, 2016, before me, personally appeared DAVID RHODES personally known to me or proved to me on the basis of satisfactory evidence to be the individual (s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.



Jacqueline Hoffner
Notary Public




[Signature Page to Assignment of Trademarks]

TRADEMARK
REEL: 005803 FRAME: 0381

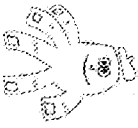

SCHEDULE A

COUNTRY ID	TRADEMARK	APP. NO.	REG. NO.	STATUS	T. TYPE		FILE	REGISTRATION DATE
US	 SVA SCHOOL OF VISUAL ARTS	75/538,364	2,331,291	REGISTERED	COMBO	class 041: educational services, namely, providing educational training programs, degree programs, courses of instruction, seminars, lectures and workshops in the field of visual arts at the undergraduate, graduate, post-graduate and professional levels	8/18/1998	3/21/2000
US	SCHOOL OF VISUAL ARTS	75/538,365	2,320,656	REGISTERED	STANDARD	041: educational services, namely, providing educational training programs, degree programs, courses of instruction, seminars, lectures and workshops in the field of visual arts at the undergraduate, graduate, post-graduate and professional levels	8/18/1998	2/22/2000
US		75/538,363	2,270,802 041: 041:	REGISTERED	DESIGN	041: educational services, namely, providing educational training programs, courses of instruction, seminars, lectures and workshops in the field of visual arts	8/18/1998	8/17/1999
US	SVA	75/538,370	2,270,803	REGISTERED	STANDARD	041: educational services, namely, providing educational training programs, courses of instruction, seminars, lectures and workshops in the field of visual arts	8/18/1998	8/17/1999
US	SVA NYC	85/981,253	4,503,312	REGISTERED	STANDARD	041: educational services, namely, providing educational training programs, degree programs, courses of instruction,	2/28/2013	3/25/2014

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COUNTRY ID	TRADEMARK	APP. NO.	REG. NO.	STATUS	T. TYPE		FILE	REGISTRATION DATE
US		86/164,726	4,670,004	REGISTERED	COMBO	<p>seminars, lectures and workshops in the field of visual arts at the undergraduate, graduate, post-graduate and professional levels</p> <p>041: educational services, namely, providing educational training programs, degree programs, courses of instruction, seminars, lectures and workshops in the field of visual arts at the undergraduate, graduate, post-graduate and professional levels</p>	1/14/2014	1/13/2015
US	AFTER SCHOOL SPECIAL	86/293,152	4,745,040	REGISTERED	STANDARD	<p>041: producing and hosting film festivals and art festivals for cultural and entertainment purposes; producing and hosting social entertainment events for student and alumni homecomings</p>	5/28/2014	5/26/2015
US	HOW BAD DO YOU WANT TO BE GOOD?	78/819,881	3,193,353	ABANDONED REGISTRATION CANCELLED	STANDARD	<p>041: educational services, namely, providing educational training programs, degree programs, courses of instruction, seminars, lectures and workshops in the field of visual arts at the undergraduate, graduate, post-graduate and professional levels</p>	2/21/2006	1/2/2007
US	Hand stylized and/or with design	77/059,889	3,387,624	ABANDONED REGISTRATION CANCELLED	DESIGN	<p>041: educational services, namely, providing educational training programs, courses of instruction, seminars, lectures and workshops in the field of visual arts</p>	12/8/2006	2/26/2008

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COUNTRY ID	TRADEMARK	APP. NO.	REG. NO.	STATUS	T. TYPE		FILE	REGISTRATION DATE
								
US	Squidley	77/059,872	3,387,623	ABANDONED REGISTRATION CANCELLED	STANDARD	041: educational services, namely, providing educational training programs, courses of instruction, seminars, lectures and workshops in the field of visual arts	12/8 /2006	2 /26/2008
US	SQUIDLEY	76/592,081	3,427,268	ABANDONED	STANDARD	042: computer software, namely, providing temporary use of on-line non-downloadable software in the nature of navigational aids to facilitate user interaction with web sites	5 /13/2004	5 /13/2008
US	SV A NYC	85/862,669	SV A NYC	ABANDONED	STANDARD	042: computer software, namely, providing temporary use of on-line non-downloadable software in the nature of navigational aids to facilitate user interaction with web sites	2 /28/2013	
US	SV A NYC	86/164,635		ABANDONED	COMBO	042: computer software, namely, providing temporary use of on-line non-downloadable software in the nature of navigational aids to facilitate user interaction with web sites	1 /14/2014	
								

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