

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400150

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CBS Radio Inc.		09/29/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CBS Broadcasting Inc.		
Street Address:	51 West 52nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86945181	GUIDING GREATNESS	
CORRESPONDENCE DATA			
Fax Number:	2129753061		
<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:	212-975-3061		
Email:	trademarks@cbs.com		
Correspondent Name:	Aryn Emert		
Address Line 1:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	RADIO Sale/GUIDING GREAT		
NAME OF SUBMITTER:	Aryn Emert		
SIGNATURE:	/Aryn Emert/		
DATE SIGNED:	09/29/2016		
Total Attachments: 1			
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CH \$40.00 86945181

ASSIGNMENT OF TRADEMARKS

WHEREAS, CBS Radio Inc. ("Assignor"), a Delaware corporation with a place of business at 1271 Avenue of the Americas, New York, New York, 10020, is the owner of U.S. federal trademark application No. 86/945,181 for the mark GUIDING GREATNESS (the "Mark") in connection with entertainment services, namely, audio, visual and audiovisual programs featuring sports, news and entertainment rendered via the Internet, portable and wireless communication devices; providing information in the field of sports, news and entertainment rendered via the Internet, portable and wireless communication devices in International Class 41 and assigns all right, title and interest in and to the Mark, together with the goodwill and business symbolized thereby; and

WHEREAS, CBS Broadcasting Inc. ("Assignee"), a New York corporation with a place of business at 51 W. 52nd Street, New York, New York, 10019, desires to obtain all rights in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor sells, transfers, conveys and assigns to Assignee all of Assignor's right, title and interest in and to the Mark, whether statutory or at common law, including all registrations and applications therefore, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 26th day of September, 2016.

CBS RADIO INC.

By: Rebecca Borden

Name: Rebecca Borden

Title: Vice President and Assistant Secretary