

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM410844

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
F+W Media, Inc.		11/17/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Simon & Schuster Digital Sales Inc.		
<b>Street Address:</b>	1230 Avenue of the Americas, 17th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10020		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2716472	A CUP OF COMFORT	
<b>Registration Number:</b>	2499895	ADAMS MEDIA	
<b>Registration Number:</b>	2063316	EVERYTHING	
<b>Registration Number:</b>	2379837	EVERYTHING	
<b>Registration Number:</b>	2697705	EVERYTHING.COM	
<b>Registration Number:</b>	3438862	EVERYTHING KIDS'	
<b>Registration Number:</b>	3429265	EVERYTHING PARENT'S GUIDE	
<b>Registration Number:</b>	3155001	POLKA DOT PRESS	
<b>Registration Number:</b>	3155000	POLKA DOT PRESS	
<b>Registration Number:</b>	2417399	STREETWISE	
<b>Registration Number:</b>	4116308	TOTALLY BLACKED OUT	
<b>Registration Number:</b>	4087599	TYRUS BOOKS	
<b>Serial Number:</b>	87230769	A CUP OF COMFORT	
<b>Serial Number:</b>	87230784	ADAMS MEDIA	
<b>Serial Number:</b>	87230702	EVERYTHING	
<b>Serial Number:</b>	87230713	EVERYTHING KIDS'	
<b>Serial Number:</b>	87230738	EVERYTHING PARENT'S GUIDE	
<b>CORRESPONDENCE DATA</b>			

CH \$440.00 2716472

**Fax Number:** 2129753633

***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.***

**Phone:** 212-975-3633

**Email:** trademarks@cbs.com

**Correspondent Name:** Mallory Levitt

**Address Line 1:** 51 West 52nd Street

**Address Line 4:** New York, NEW YORK 10019

<b>ATTORNEY DOCKET NUMBER:</b>	ADAMS Assignments
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<b>NAME OF SUBMITTER:</b>	Mallory Levitt
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<b>SIGNATURE:</b>	/ML/
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<b>DATE SIGNED:</b>	01/03/2017
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**Total Attachments: 4**

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**Trademark Assignment**

WHEREAS, F+W Media, Inc. (“ASSIGNOR”), a Delaware corporation, has adopted and has used the marks shown in Exhibit A attached hereto, subject of Trademark Registrations as noted therein, and has adopted and used certain marks in which it has established common law rights (together, the “Marks”);

WHEREAS, ASSIGNOR and Simon & Schuster Digital Sales Inc., a Delaware corporation (and a wholly owned subsidiary of Simon & Schuster, Inc., a New York corporation, and assignee of Simon & Schuster, Inc.’s rights under the Asset Purchase Agreement (as defined below)) (“ASSIGNEE”), having a place of business at 1230 Avenue of the Americas, 17<sup>th</sup> Floor, New York, New York 10020, are parties to an Asset Purchase Agreement of November 11, 2016 (the “Asset Purchase Agreement”), pursuant to which the ASSIGNOR has agreed to sell to ASSIGNEE, and ASSIGNEE has agreed to buy from ASSIGNOR, the Business Intellectual Property (as defined in the Asset Purchase Agreement), including without limitation the Marks;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the aforesaid Marks and registrations, together with the good will of the business symbolized by the marks and the registrations therefor, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale, assignment, and transfer not been made.

ASSIGNOR:

F+W MEDIA, INC.  
By: Thomas FX Beusse  
Thomas FX Beusse (Nov 17, 2016)  
Name: Thomas FX Beusse  
Title: CEO  
Date: Nov 17, 2016

**Exhibit A**

**Registered Trademarks**





<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>	<b>GOODS/SERVICES</b>
A CUP OF COMFORT	2,716,472	Series of non-fiction books in the field of inspirational stories (Class 16)
ADAMS MEDIA	2,499,895	Full line of nonfiction books on a wide variety of topics of interest to the general consumer (Class 16)
EVERYTHING	2,063,316	Series of non-fiction books on the subjects of weddings and bartending (Class 16)
EVERYTHING	2,379,837	Full line of non-fiction books on a wide variety of topics of interest to the general consumer not including restaurant directories or books about restaurants (Class 16)
EVERYTHING .COM	2,697,705	Computerized online retail services in the field of non-fiction books on a wide variety of topics of interest to the general consumer (Class 35)
EVERYTHING KIDS'	3,438,862	A series of non-fiction books for children in the fields of the environment, games, jokes, language, math, money, nature, presidents, puzzles, religion, riddles, science, sports (Class 16)
EVERYTHING PARENT'S GUIDE	3,429,265	A series of non-fiction books for parents in the fields of behavior and discipline, divorce, education, health and mental health (Class 16)
POLKA DOT PRESS	3,155,001	Series of nonfiction books in the areas of self-help and relationships (Class 16)
	3,155,000	Series of nonfiction books in the areas of self-help and relationships (Class 16)
STREETWISE	2,417,399	Series of books in the field of business practices (Class 16)
TOTALLY BLACKED OUT	4,116,308	Books on the subject of puzzles (Class 16)

TYRUS BOOKS	4,087,599	Downloadable electronic publications, namely, electronic books in the genre of crime fiction (Class 9) Printed publications, namely, books in the genre of crime fiction (Class 16)
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**Pending Applications**

<b>TRADEMARK</b>	<b>SERIAL NO.</b>	<b>GOODS/SERVICES</b>
A CUP OF COMFORT	87/230,769	Downloadable electronic books and web seminars in the field of inspirational stories and self-help techniques on a variety of topics (Class 9)
ADAMS MEDIA	87/230,784	Audio books in the field of fiction and non-fiction; downloadable electronic books in the field of fiction and non-fiction, on a variety of topics (Class 9) Publishing services, namely, publication of books, e-books, audio books and electronic publications of literary works; providing publishing information pertaining to books, audiobooks, and literary works by means of a global computer network (Class 41)
EVERYTHING	87/230,702	Audio books in the field of non-fiction; downloadable electronic books in the field of non-fiction, on a variety of topics (Class 9)
EVERYTHING KIDS'	87/230,713	Downloadable electronic non-fiction books for children on a variety of topics (Class 9)
EVERYTHING PARENT'S GUIDE	87/230,738	Downloadable electronic non-fiction books for parents on a variety of topics (Class 9)

Common Law Trademarks

 ["A" Design]
CRIMSON ROMANCE


MERIT PRESS
<i>Merit Press</i>
PROLOGUE BOOKS
STRONG. SMART. SATISFYING.
 TYRUS BOOKS

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