

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412371

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SFCS Management, Inc.		12/05/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Northside Media, Inc.		
Street Address:	1 Metrotech Center, Suite 1803		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4514433	TASTE TALKS	
CORRESPONDENCE DATA			
Fax Number:	8774527618		
<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:	614-302-3193		
Email:	drichard@dmrlegalcounsel.com		
Correspondent Name:	Darren M. Richard		
Address Line 1:	2018 Bedford Rd.		
Address Line 4:	Columbus, OHIO 43212		
NAME OF SUBMITTER:	Darren M. Richard		
SIGNATURE:	/dmr/		
DATE SIGNED:	01/14/2017		
Total Attachments: 3			
source=Trademark Assignment - TASTE TALKS (Reg. No. 4514433) - FE#page1.tif			
source=Trademark Assignment - TASTE TALKS (Reg. No. 4514433) - FE#page2.tif			
source=Trademark Assignment - TASTE TALKS (Reg. No. 4514433) - FE#page3.tif			

OP \$40.00 4514433

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of December 5, 2016 (the "Effective Date"), by and between SFCS MANAGEMENT, INC., a California corporation ("Assignor"), and NORTHSIDE MEDIA, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of that certain U.S. Trademark Registration for the standard character mark TASTE TALKS, Registration No. 4514433 (the "Mark"), along with the goodwill associated with the Mark; and

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title, and interest in, to, and under the Mark, including the goodwill associated with the Mark and the federal trademark registration respecting the Mark.

NOW, THEREFORE, for the sum of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor does hereby sell, assign, transfer, set over, and convey to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title, and interest throughout the world in and to the Mark, including, but not limited to, the following:

- (a) the U.S. Trademark Registration for TASTE TALKS, Registration No. 4514433;
- (b) the goodwill connected with, pertaining to, and symbolized by the Mark;
- (c) all rights to sue for infringement of the Mark, whether arising prior to or subsequent to the Effective Date of this Assignment; and
- (d) and any renewals and extensions of all of the foregoing rights, title, and interests in and to the Mark that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada, and any other country or jurisdiction.

2. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment will be governed by and construed in accordance with the laws of the State of New York without giving effect to its conflict of laws principles.

3. This Assignment will bind and inure to the benefit of the parties' respective successors and assigns.

4. Assignor hereby agrees that Assignee has the right to record this Assignment.

[Remainder of page intentionally left blank. Signature pages to follow.]

TRADEMARK ASSIGNMENT

IN WITNESS WHEREOF, Assignee, intending to be legally-bound hereby, has executed this Assignment as of the Effective Date.

ASSIGNEE:

NORTHSIDE MEDIA, INC.,
a Delaware corporation

By:  Daniel Steedman

Print Name: Daniel Steedman

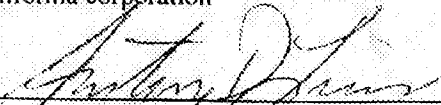
Title: CEO

TRADEMARK ASSIGNMENT

IN WITNESS WHEREOF, Assignor, intending to be legally-bound hereby, has executed this Assignment as of the Effective Date.

ASSIGNOR:

SFCS MANAGEMENT, INC.,
a California corporation

By: 

Print Name: Anthony D. Liard

Title: President