

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM419023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PGM-MB Holdings LLC		03/08/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	CLIO Awards LLC		
Street Address:	825 8th Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3818153	BRANDS OF THE WORLD	
CORRESPONDENCE DATA			
Fax Number:	2033271096		
<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:	203-324-6155		
Email:	abryce@ssjr.com		
Correspondent Name:	Gene S. Winter		
Address Line 1:	986 Bedford Street		
Address Line 2:	St. Onge Steward Johnston & Reens LLC		
Address Line 4:	Stamford, CONNECTICUT 06905		
ATTORNEY DOCKET NUMBER:	06657-T0005A		
NAME OF SUBMITTER:	Gene S. Winter		
SIGNATURE:	/Gene S. Winter/		
DATE SIGNED:	03/09/2017		
Total Attachments: 1			
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OP \$40.00 3818153

Trademark Assignment


WHEREAS, PGM-MB Holdings LLC, a Delaware limited liability company, with an address of 825 8th Avenue; New York, NY 10019; (hereinafter referred to as ASSIGNOR) had adopted and owns U.S. Trademark Registration No. 3,818,153 registered July 13, 2010 for BRANDS OF THE WORLD and Design (the "TRADEMARK");

WHEREAS, CLIO Awards LLC, a Delaware limited liability company, with an address of 825 8th Avenue; New York, NY 10019; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said TRADEMARK;


NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said U.S. Trademark Registration No. 3,818,153 registered July 13, 2010 for BRANDS OF THE WORLD and Design including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademark, and the right to sue for past infringements thereof.

Executed this 8th day of March, 2017.

PGM-MB Holdings LLC

By 
Print Name: Robert Bergan
Title: CFO

CLIO Awards LLC

By 
Robert Bergan
CFO