

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM419424



<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>
ACTIVE INTEREST MEDIA, INC.		03/08/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CRUZ BAY PUBLISHING, INC.		
<b>Street Address:</b>	5720 Flatiron Parkway		
<b>City:</b>	Boulder		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80301		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3079232	AIM ACTIVE INTEREST MEDIA	
<b>Registration Number:</b>	3018777	ACTIVE INTEREST MEDIA	
<b>Registration Number:</b>	3388811	AIM	
<b>Registration Number:</b>	3030275	ACTIVE INTEREST MEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8446706009		
<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>			
<b>Phone:</b>	313-223-3006		
<b>Email:</b>	nzemgulis@dickinsonwright.com		
<b>Correspondent Name:</b>	ADAM J. WALLACE		
<b>Address Line 1:</b>	500 WOODWARD AVENUE		
<b>Address Line 2:</b>	SUITE 4000		
<b>Address Line 4:</b>	DETROIT, MICHIGAN 48226		
<b>ATTORNEY DOCKET NUMBER:</b>	27932-426		
<b>NAME OF SUBMITTER:</b>	ADAM J. WALLACE		
<b>SIGNATURE:</b>	/ADAM J. WALLACE/		
<b>DATE SIGNED:</b>	03/13/2017		
<b>Total Attachments: 3</b>			

OP \$115.00 3079232

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**TRADEMARK ASSIGNMENT**

WHEREAS, ACTIVE INTEREST MEDIA, INC. ("Assignor") has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated registrations for the Marks (the "Registrations"):

Mark	Jurisdiction	Reg. Number/Date
 ACTIVE INTEREST MEDIA	U.S.A.	3079232 / 11 April 2006
ACTIVE INTEREST MEDIA	U.S.A.	3018777 / 22 Nov. 2005
 (AIM)	U.S.A.	3388811 / 26 Feb. 2008
ACTIVE INTEREST MEDIA	U.S.A.	3030275 / 13 Dec. 2005

WHEREAS, CRUZ BAY PUBLISHING, INC. ("Assignee") desires to acquire all of Assignor's right, title, and interest in and to the Marks and the Registrations, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks;

AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations or any liabilities whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same) and the Registrations, and Assignee hereby agrees to assume and discharge all such obligations and liabilities;

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Mark to the extent that such Mark is not assignable or transferrable under applicable agreement or at law.

[SIGNATURE PAGE FOLLOWS]

Executed on March 8, 2017.

ACTIVE INTEREST MEDIA, INC.

By: \_\_\_\_\_

A handwritten signature in black ink, appearing to read "Michael Henry", written over a horizontal line.

Name: Michael Henry

Its Senior Vice President, Chief Financial  
Officer & Treasurer

[INTELLECTUAL PROPERTY ASSIGNMENT]

**TRADEMARK**  
**REEL: 006008 FRAME: 0367**

ANNARBOR 27932-426 223329v3

[INTELLECTUAL PROPERTY ASSIGNMENT]

**RECORDED: 03/13/2017**

**TRADEMARK  
REEL: 006008 FRAME: 0368**