

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM419143

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonnier Active Media, Inc.		03/02/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SONY CORPORATION		
Street Address:	1-7-1 Konan, Minato-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4837999	ALPHA UNIVERSE	
CORRESPONDENCE DATA			
Fax Number:	3124199440		
<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:	312 380 6500		
Email:	pvizitiu@dennemeyer-law.com		
Correspondent Name:	Roxana Sullivan		
Address Line 1:	181 W Madison Street, Suite 4500		
Address Line 4:	Chicago, ILLINOIS 60602		
NAME OF SUBMITTER:	Roxana A. Sullivan		
SIGNATURE:	/ras/		
DATE SIGNED:	03/09/2017		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARKS

Bonnier Active Media, Inc., a corporation organized under the laws of New York, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assigns to **SONY CORPORATION**, a corporation organized under the laws of Japan, having a place of business at 1-7-1 Konan, Minato-ku, Tokyo, Japan, all of its rights, title and interest together with the goodwill of the marks appurtenant thereto and the right to sue and collect for past infringement, in and to the following Trademarks and Trademark Registrations:

This assignment is effective as of **10 February, 2017**.

Trademark	Country	Registration Number
ALPHA UNIVERSE	United States of America	4837999

Bonnier Active Media, Inc.



Dated: 03/02/2017

Name: Jeremy Thompson

Title: Corporate Secretary and General Counsel