

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421021

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CRUZ BAY PUBLISHING, INC.		03/22/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	YACHTING PROMOTIONS, INC.		
Street Address:	1115 NE 9th Avenue		
City:	Ft. Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33304		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4358621	MYBOATSHOW	
Registration Number:	4061666	ST. PETERSBURG POWER & SAILBOAT SHOW	
Registration Number:	3992116	SUNCOAST BOAT SHOW	
Registration Number:	4570136	SUPERYACHT MIAMI	
CORRESPONDENCE DATA			
Fax Number:	3128278185		
<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:	312-781-6013		
Email:	chicago.trademarks@klgates.com, valerie.swanson@klgates.com, kate.starshak@klgates.com		
Correspondent Name:	Kathryn Starshak c/o K&L Gates LLP		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
ATTORNEY DOCKET NUMBER:	3714223-1		
NAME OF SUBMITTER:	Kathryn Starshak		
SIGNATURE:	/Kathryn Starshak/		
DATE SIGNED:	03/24/2017		
Total Attachments: 1			

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TRADEMARK ASSIGNMENT

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation ("Assignor"), has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated trademark registrations for the Marks:

<u>Mark</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
MY BOAT SHOW	USA	4358621	June 25, 2013
ST. PETERSBURG POWER & SAILBOAT SHOW	USA	4061666	November 22, 2011
SUNCOAST BOAT SHOW	USA	3992116	July 12, 2011
SUPERYACHT MIAMI	USA	4570136	July 15, 2014

WHEREAS, Yachting Promotions, Inc., a Florida corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks and the registrations therefor, 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, effective as of March 22, 2017 all of Assignor's right, title and interest in the Marks and the registrations therefor, 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 whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

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

Executed on March 22, 2017

CRUZ BAY PUBLISHING, INC.

By: 

Name: Michael Henry
Title: SVP - CFO & Treasurer