

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM422192

<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>
Schneider Publishing Company, Inc.		03/31/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Northstar Travel Media, LLC		
<b>Street Address:</b>	100 Lighting Way, 2nd Floor		
<b>City:</b>	Secaucus		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4449845	ASSOCIATION DOCTOR	
<b>Registration Number:</b>	2642022	ASSOCIATION NEWS	
<b>Registration Number:</b>	2573789	EVENT DOCTOR	
<b>Registration Number:</b>	4582582	MEETINGS QUEST	
<b>Registration Number:</b>	4410215	SHAMROCK SHOOTOUT	
<b>Registration Number:</b>	2153191	SPORTS TRAVEL	
<b>Registration Number:</b>	3214551	SPORTS TRAVEL	
<b>Registration Number:</b>	2212975	TEAMS	
<b>Registration Number:</b>	2174241	WESTERN ASSOCIATION NEWS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127557306		
<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>	212 326 3939		
<b>Email:</b>	NYTEF@jonesday.com		
<b>Correspondent Name:</b>	Jennifer M.Chung		
<b>Address Line 1:</b>	Jones Day		
<b>Address Line 2:</b>	250 Vesey Street		
<b>Address Line 4:</b>	New York, NEW YORK 10281		

CH \$240.00 4449845

<b>NAME OF SUBMITTER:</b>	Jennifer M Chung
<b>SIGNATURE:</b>	/Jennifer M Chung/
<b>DATE SIGNED:</b>	04/03/2017
<b>Total Attachments: 9</b> source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page1.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page2.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page3.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page4.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page5.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page6.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page7.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page8.tif source=Northstar-Schneider - IP Assignment Agreement (EXECUTED)#page9.tif	

**INTANGIBLE PROPERTY ASSIGNMENT AGREEMENT**

This INTANGIBLE PROPERTY ASSIGNMENT AGREEMENT (this "Agreement"), dated as of March 31, 2017, is entered into by and between Schneider Publishing Company, Inc., a California corporation ("Assignor") and Northstar Travel Media, LLC, a Delaware limited liability company ("Assignee") (each of Assignor and Assignee, a "Party," and collectively, the "Parties").

**RECITALS**

A. Assignor owns all right, title and interest in and to the Transferred IP (as defined below).

B. In connection with the Asset Purchase Agreement, dated March 31, 2017, by and among Assignor, Timothy Schneider and Assignee (the "Purchase Agreement"), Assignor has agreed to, subject to the terms and conditions of the Purchase Agreement, assign to Assignee all of Assignor's right, title and interest in and to any and all Intangible Property, including but not limited to: (1) the domain names set forth in Schedule A, including all associated IP addresses and email addresses; (2) the trademarks set forth in Schedule B; and (3) the social media accounts set forth in Schedule C (collectively, the "Transferred IP").

NOW, THEREFORE, for valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

**AGREEMENT**

1. Defined Terms. Each capitalized term used herein has the meaning given to it in the Purchase Agreement, unless otherwise expressly defined herein.

2. Assignment. Assignor hereby irrevocably sells, conveys, assigns, transfers and delivers to Assignee and its lawful successors and assigns, and agrees to sell, convey, assign, transfer and deliver to Assignee and its lawful successors and assigns, Assignor's entire right, title, and interest throughout the world in and to the Transferred IP, whether owned solely or jointly, whether existing now or hereinafter acquired, including, without limitation, all applications for registration and registrations therefor with any authorized office or agency responsible for registering the applicable intellectual property, and all renewals thereof, together with all of the goodwill of Assignor's business symbolized by or associated with the Transferred IP, and any and all income, royalties, damages, and payments now or hereafter due and/or payable with respect thereto, with the right to bring actions and recover damages and payments for any past, present, or future infringement or other violation thereof.

3. Further Assurances. Assignor shall, at the reasonable request of Assignee or its designee, do all things necessary, proper or advisable, including, without limitation, the execution, acknowledgment, and recordation of specific assignments,

oaths, declarations and other documents, to assist Assignee in obtaining, perfecting, sustaining or enforcing the Transferred IP. Assignor agrees to make any changes to the applicable registrar records of the domain names set forth in Schedule A and the trademarks set forth in Schedule B, while they are still under Assignor's control, that may be requested by Assignee for Assignee or its nominee to commence use of such Transferred IP, including, without limitation, updating the owner, DNS, and contact information associated with the domain names. If Assignee is unable for any reason, after reasonable effort, to secure Assignor's signature on any document needed in connection with the actions specified above, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents as Assignor's agent and attorney in fact, which appointment is coupled with an interest, to act for and on Assignor's behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this paragraph with the same legal force and effect as if executed by Assignor.

4. Binding Effect. This Agreement and all of the provisions hereof will be binding upon the Parties and their successors and permitted assigns and will inure to the benefit of the Parties and their successors and permitted assigns.

5. Purchase Agreement Controlling. Notwithstanding any other provision of this Agreement to the contrary, nothing contained herein shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions of, or any of the rights, remedies or obligations of Assignor or Assignee under, the Purchase Agreement. This Agreement is subject to and controlled by the terms of the Purchase Agreement and is intended only to evidence the consummation of the transaction contemplated by the Purchase Agreement. To the extent there is a conflict between the terms and provisions of this Agreement and the terms and provisions of the Purchase Agreement, the terms and provisions of the Purchase Agreement shall govern.

6. Amendment. This Agreement may only be amended, supplemented or modified by a written instrument duly executed by or on behalf of each Party to this Agreement.

7. Other Provisions Incorporated by Reference. Sections 1.03 (Terms Generally), 9.03 (Headings), 9.04 (Severability), 9.05 (Entire Agreement), 9.06 (Successors and Assigns), 9.07 (No Third-Party Beneficiaries), 9.09 (Governing Law; Consent to Jurisdiction; Waiver of Trial by Jury), 9.10 (Counterparts) and 9.11 (No Presumption) of the Purchase Agreement are incorporated by reference into this Agreement, in each case mutatis mutandis, and each such Section so incorporated will be fully enforceable against Assignor and Assignee as if fully restated in this Agreement.

***[Signature page follows]***

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first above written.

**SCHNEIDER PUBLISHING COMPANY, INC.**

By:   
Name: Timothy Schneider  
Title: President & CEO

**NORTHSTAR TRAVEL MEDIA, LLC**

By: \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first above written.

**SCHNEIDER PUBLISHING COMPANY, INC.**

By: \_\_\_\_\_  
Name:  
Title:

**NORTHSTAR TRAVEL MEDIA, LLC**

By: Lisa Cohen  
Name: LISA COHEN  
Title: CFO

**Schedule A**

See attached.

Schedule A

DomainName	TLD	ExpirationDate	Status	Privacy	Locked
ASSOCIATIONDOCTOR.COM	.com	2/2/2015	Active	Public	Locked
ASSOCIATIONMD.COM	.com	6/24/2013	Active	Public	Locked
ASSOCIATIONNEWS.CO	.co	11/29/2013	Active	Public	Locked
ASSOCIATIONNEWS.COM	.com	12/9/2013	Active	Public	Locked
ASSOCIATIONNEWS.TV	.tv	11/30/2013	Active	Public	Locked
ASSOCIATIONNEWS.XYZ	.xyz	6/15/2013	Active	Public	Locked
FOREOTHERS.COM	.com	5/8/2013	Active	Public	Locked
FOREOTHERS.ORG	.org	5/8/2013	Active	Public	Locked
GLOBALTEAMSCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked
IASSOCIATIONNEWS.COM	.com	3/17/2014	Active	Public	Locked
INTERNATIONALTEAMSCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked
ISPORTSTRAVEL.COM	.com	3/17/2014	Active	Public	Locked
ITEAMSCONFERENCE.COM	.com	3/17/2014	Active	Public	Locked
JTDMEMORIAL.ORG	.org	2/5/2013	Active	Public	Locked
JTDUNN.COM	.com	3/27/2014	Active	Public	Locked
MEETINGSQUEST.COM	.com	9/8/2015	Active	Public	Locked
SHAMROCKSHOOTOUT.COM	.com	2/5/2013	Active	Public	Locked
SPORTSMEETINGS.COM	.com	6/23/2013	Active	Public	Locked
SPORTSTRAVEL.NET	.net	5/17/2021	Active	Public	Locked
SPORTSTRAVEL.ORG	.org	3/26/2013	Active	Public	Locked
sportstravel.pro	.pro	11/30/2013	Update pending	Public	Locked
sportstravel.tv	.tv	11/30/2013	Active	Public	Locked
SPORTSTRAVELASIA.COM	.com	5/24/2014	Active	Public	Locked
SPORTSTRAVELASSOCIATION.COM	.com	9/28/2013	Active	Public	Locked
SPORTSTRAVELASSOCIATION.ORG	.org	9/28/2013	Active	Public	Locked
SPORTSTRAVELAWARDS.COM	.com	8/5/2013	Active	Public	Locked
SPORTSTRAVELAWAYGAME.COM	.com	7/10/2013	Active	Public	Locked
SPORTSTRAVELCHINA.COM	.com	5/24/2014	Active	Public	Locked
SPORTSTRAVELCONFERENCE.COM	.com	9/28/2013	Active	Public	Locked
SPORTSTRAVELCOUNCIL.COM	.com	5/18/2013	Active	Public	Locked
SPORTSTRAVELDAILY.COM	.com	5/12/2014	Active	Public	Locked
SPORTSTRAVELDAY.COM	.com	2/5/2013	Active	Public	Locked
SPORTSTRAVELDAY.ORG	.org	2/5/2013	Active	Public	Locked
SPORTSTRAVELEXPO.COM	.com	9/28/2013	Active	Public	Locked
SPORTSTRAVELFORUM.COM	.com	5/18/2013	Active	Public	Locked
SPORTSTRAVELFOUNDATION.COM	.com	8/5/2013	Active	Public	Locked
SPORTSTRAVELFOUNDATION.ORG	.org	8/5/2013	Active	Public	Locked
SPORTSTRAVELFUND.COM	.com	8/5/2013	Active	Public	Locked
SPORTSTRAVELFUND.ORG	.org	8/5/2013	Active	Public	Locked
SPORTSTRAVELGUIDE.COM	.com	4/28/2013	Active	Public	Locked
SPORTSTRAVELJOBS.COM	.com	2/20/2013	Active	Public	Locked
SPORTSTRAVELLER.COM	.com	8/15/2013	Active	Public	Locked
SPORTSTRAVELLERS.COM	.com	7/19/2014	Active	Public	Locked
SPORTSTRAVELMAGAZINE.COM	.com	12/6/2014	Active	Public	Locked
SPORTSTRAVELNET.COM	.com	12/9/2014	Active	Public	Locked
SPORTSTRAVELNOW.COM	.com	9/28/2013	Active	Public	Locked
SPORTSTRAVELONTHEROAD.COM	.com	7/10/2013	Active	Public	Locked
SPORTSTRAVELROADGAME.COM	.com	7/10/2013	Active	Public	Locked
SPORTSTRAVELROADSHOW.COM	.com	7/10/2013	Active	Public	Locked
SPORTSTRAVELROADTRIP.COM	.com	7/10/2013	Active	Public	Locked
SPORTSTRAVELSHOW.COM	.com	4/28/2013	Active	Public	Locked
SPORTSTRAVELUNIVERSITY.COM	.com	5/12/2014	Active	Public	Locked
SPORTSTRAVELWEEK.COM	.com	4/4/2013	Active	Public	Locked



SPORTSTRAVELWEEK.ORG	.org	4/4/2013	Active	Public	Locked
SPORTTRAVELAWARDS.COM	.com	4/4/2014	Active	Public	Locked
TEAMSAFRICA.COM	.com	10/28/2013	Active	Public	Locked
TEAMSAMERICA.COM	.com	9/21/2013	Active	Public	Locked
TEAMSAMERICAS.COM	.com	10/28/2013	Active	Public	Locked
TEAMSASIA.COM	.com	10/28/2013	Active	Public	Locked
TEAMSCONFERENCE.COM	.com	7/27/2015	Active	Public	Locked
TEAMSEUROPE.COM	.com	10/28/2013	Active	Public	Locked
TEAMSGLOBALCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked
TEAMSINTERNATIONALCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked
TEAMSOCEANIA.COM	.com	10/28/2013	Active	Public	Locked
TEAMSWORLDCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked
VIP-QUEST.NET	.net	7/12/2014	Active	Public	Locked
WORLDTEAMSCONFERENCE.COM	.com	10/28/2013	Active	Public	Locked

**Schedule B**

<b>Mark:</b>	<b>Reg. No.:</b>	<b>Reg. Date:</b>	<b>Int'l Class:</b>	<b>Register:</b>
ASSOCIATION DOCTOR	4,449,845	12/17/2013	16	Principal
ASSOCIATION NEWS	2,642,022	10/29/2002	16	Principal
EVENT DOCTOR	2,573,789	05/28/2002	16	Principal
MEETINGS QUEST	4,582,582	08/12/2015	35, 41	Principal
SHAMROCK SHOOTOUT	4,410,215	10/01/2013	36, 41	Principal
SPORTS TRAVEL	2,153,191	04/21/1998	16	Supplemental
SPORTS TRAVEL	3,214,551	03/06/2007	16	Principal
TEAMS	2,212,975	12/22/1998	41	Principal
WESTERN ASSOCIATION NEWS	2,174,241	7/21/1998	16	Principal

## Schedule C

### Social Media Accounts:

- Facebook:
  - Association News: Facebook.com/associationnews
  - SportsTravel: Facebook.com/SportsTravelMagazine
  - Meetings Quest: Facebook.com/MeetingsQuest
  - TEAMS Conference: Facebook.com/TEAMSConferece
  - Shamrock Shootout: Facebook.com/ShamrockShootoutGolfClassic
  
- Twitter:
  - Association News: @AssnNews
  - SportsTravel: @SportsTravel
  - Meetings Quest: @MeetingsQuest
  - TEAMS Conference: @TEAMSConference
  - Shamrock Shootout: @ShamrockShtout; @ShamrockClassic
  
- Instagram:
  - Association News: @associationnews
  - SportsTravel: @sportstravel
  - Meetings Quest: @meetingsquest
  - TEAMS Conference: @teamsconference
  - Shamrock Shootout: @shamrockshootout
  
- YouTube:
  - Association News
  - SportsTravel
  - Meetings Quest
  - TEAMS Conference
  
- Vimeo
  - Association News
  - SportsTravel
  - Meetings Quest
  - TEAMS Conference
  
- LinkedIn
  - Meetings Quest
  - TEAMS Conference
  - TEAMS Alumni
  
- Snapchat
  - TEAMS
  - SportsTravel
  - Meetings Quest