

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425505

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Minnesota Public Radio		11/07/2016	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	The Emily Post Institute, Inc.		
Street Address:	76 St. Paul Street, Suite 400		
Internal Address:	LYNN, LYNN, BLACKMAN & MANITSKY, P.C., ATTN: Andrew Manitsky		
City:	Burlington		
State/Country:	VERMONT		
Postal Code:	05401		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4701637	AWESOME ETIQUETTE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	802-860-1500		
Email:	amanitsky@lynnlawvt.com		
Correspondent Name:	Andrew D Manitsky		
Address Line 1:	76 St. Paul Street, Suite 400		
Address Line 2:	LYNN, LYNN, BLACKMAN & MANITSKY, P.C.		
Address Line 4:	Burlington, VERMONT 05401		
NAME OF SUBMITTER:	Andrew D. Manitsky		
SIGNATURE:	/Andrew D. Manitsky/		
DATE SIGNED:	04/28/2017		
Total Attachments: 1			
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OP \$40.00 4701637

TRADEMARK ASSIGNMENT

This Trademark Assignment (referred to herein as the "Assignment") is effective January 1, 2017 (the "Effective Date") by and between MINNESOTA PUBLIC RADIO (the "Assignor") of 480 Cedar Street, Saint Paul, MN 55101 and EMILY POST INSTITUTE, INC., (the "Assignee") c/o the Cowles Agency, 2360 Pacific Avenue, San Francisco, CA 94115

WHEREAS, Assignor is the sole and rightful owner of the service mark AWESOME ETIQUETTE® U.S. Registration No. 4,701,637 dated March 10, 2015 Supplemental Register (the "Mark"); and,

WHEREAS, Assignor and Assignee entered into an agreement dated August 27, 2016, as amended (the "Agreement") under which Assignor agreed subject to certain terms and conditions, as recited herein, to assign Assignor's rights in the Mark to Assignee.

NOW THEREFORE, for valuable consideration the receipt of which is hereby acknowledged, the parties hereto agree as follows:

- 1. As of the Effective Date, the Assignor does hereby, sell, assign, transfer and set over to Assignee all of its right, title and interest in and to the Mark and the goodwill of the business connected with and symbolized by the Mark including, all rights to renew and extend the Mark, all common law and statutory rights related thereto, all rights to sue and recover damages and profits and obtain such other legal or equitable relief available for all past, present and future infringements thereof.
2. The Assignor authorizes the United States Patent and Trademark Office to record the transfer of the registration of the Mark to Assignee as recipient of Assignor's right, titled and interest therein.
3. Assignee agrees that consistent with Section 11.3 of the Agreement, Assignor shall have the perpetual right to use the Mark in or in connection with any archived episodes of the programming produced by Assignor during the Term of Agreement.
4. This Assignment is governed by and is to be construed in accordance with the laws of the State of Minnesota.
5. This Assignment is the entire agreement with respect to the Mark and, except as otherwise specified herein, supersedes any oral negotiations or prior writings with respect to the Mark.

Dated: November 7, 2017

MINNESOTA PUBLIC RADIO

By: [Signature]
Print Name: Michael Reszler
Title: VP, Chief Digital Officer

STATE OF MN

COUNTY OF Ramsey

On this 7 day of November, 2017 before me, a Notary Public within and for said County, personally appeared Mike Reszler, who signed this Assignment in my presence and who being duly sworn, stated that s/he has the authority and power to execute this Assignment.

[Signature]
Notary Public

My Commission Expires: 1/31/18

