

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM428678

<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>
The Procter & Gamble Company		03/17/2017	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NBCUniversal Media, LLC		
<b>Street Address:</b>	30 Rockefeller Plaza		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10112		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4504446	PEOPLE'S CHOICE AWARDS	
<b>Registration Number:</b>	4504445	PEOPLE'S CHOICE AWARDS	
<b>Registration Number:</b>	4599728	PEOPLE'S CHOICE AWARDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	8187772493		
<b>Email:</b>	trademarks@nbcuni.com		
<b>Correspondent Name:</b>	Joi Lakes		
<b>Address Line 1:</b>	100 Universal City Plaza		
<b>Address Line 2:</b>	Bldg. 1280/6th Floor		
<b>Address Line 4:</b>	Universal City, CALIFORNIA 91608		
<b>ATTORNEY DOCKET NUMBER:</b>	E!(Peoples'sChoice TMs)		
<b>NAME OF SUBMITTER:</b>	Joi Lakes		
<b>SIGNATURE:</b>	/Joi Lakes/		
<b>DATE SIGNED:</b>	05/23/2017		
<b>Total Attachments: 5</b>			
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made and entered into as of March 31, 2017, by The Procter & Gamble Company, an Ohio corporation ("Seller"), in favor of NBCUniversal Media, LLC a Delaware limited liability company ("Buyer").

WHEREAS, Seller and Buyer have entered into an Transaction Agreement dated as of March 31, 2017 (the "Transaction Agreement") pursuant to which, among other things, Seller has agreed to sell, convey, assign and transfer to Buyer, and Buyer has agreed to purchase, acquire, accept and assume from Seller, the Acquired Assets.

WHEREAS, the Trademarks set forth on Appendix A hereto (the "Acquired Trademarks") constitute Acquired Assets that are to be assigned to Buyer under the Transaction Agreement; and

WHEREAS, this Trademark Assignment is being entered into to evidence and effect the sale, conveyance, assignment, transfer and delivery of the Acquired Trademarks by Seller to Buyer in accordance with the terms of the Transaction Agreement.

NOW THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and pursuant to the terms and conditions of the Transaction Agreement, the parties hereto agree as follows:

### ARTICLE I CERTAIN DEFINITIONS

1.01 **General.** Any capitalized item used but not defined herein will have the meaning set forth in the Transaction Agreement.

### ARTICLE II ASSUMPTION BY ASSIGNEE

2.01 **Assignment from Seller.** Seller hereby irrevocably sells, conveys, assigns, transfers and delivers to Buyer, all of Seller's right, title and interest in and to the Acquired Trademarks, together with the goodwill of the business in connection with which the Acquired Trademarks are used, for Buyer's own use and enjoyment. Effective at and after the Closing, Seller authorizes and requests the Commissioner of the U.S. Patent and Trademark Office and any other similar governmental entity in countries foreign to the United States to record Buyer as the assignee and owner of the Acquired Trademarks, and to issue any and all trademarks thereon to Buyer.


**ARTICLE III  
MISCELLANEOUS**

- 3.01 Binding Effect.** This Trademark Assignment shall be binding upon and inure to the benefit of the Seller and the Buyer and their respective successors and assignees in accordance with the Transaction Documents.
- 3.02 Subject to Transaction Agreement.** The scope, nature and extent of this Trademark Assignment are expressly set forth in the Transaction Agreement. Nothing contained in this Trademark Assignment shall be construed as a waiver of or limitation upon any of the rights or remedies set forth in, or arising in connection with, the Transaction Agreement or any other Transaction Document. This Trademark Assignment is not intended to create any broader obligations than those contemplated in the Transaction Agreement, and in the event of any ambiguity, inconsistency or conflict between the terms hereof and the Transaction Agreement, the terms of the Transaction Agreement shall be governing and controlling.
- 3.03 Governing Law.** This Trademark Assignment shall be governed by and construed in accordance with the laws of Delaware, whether common law or statutory, without reference to the choice of law provisions thereof.
- 3.04 Counterparts.** This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

*[Signatures page follows]*

IN WITNESS WHEREOF, Seller has caused this Trademark Assignment to be duly executed as of the date first above written.




THE PROCTER & GAMBLE COMPANY

By:   
Name: Christopher D. Rose  
Title: Director - Global Business  
Development

*[Signature Page to Trademark Assignment]*

Appendix A

Trademark	Country	Status	Class	Goods and Services	Application Date	Application Number	Registration Date	Registration Number	Renewal Due Date	Owner
PEOPLES CHOICE AWARDS	Australia	Registered	41	Entertainment services, namely, annual award programs	11/25/2013	1593114	11/25/2013	1593114	11/25/2023	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Canada	Registered	41	Entertainment services, namely, annual award programs	11/12/2013	1651731	11/04/2016	TMAA954442	11/04/2031	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	China	Registered	41	ENTERTAINMENT SERVICES; PRODUCTION OF SHOWS; ENTERTAINER SERVICES	11/13/2013	13532432	04/14/2015	13532432	04/13/2025	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	European Tradem. & Design Office (EM)	Registered	41	Entertainment services, namely, annual award programs	11/12/2013	012300737	04/11/2014	012300737	11/12/2023	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	India	Pending	41	Entertainment services, namely, annual award programs	12/02/2013	2636098				The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Japan	Registered	41	Entertainment services, namely, annual award programs	11/13/2013	203388775	02/07/2014	5647917	02/07/2024	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Mexico	Registered	41	Entertainment services, namely, annual award programs	11/12/2013	1431245	04/11/2014	1446730	11/12/2023	The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Nigeria	Pending	41	Entertainment services, namely, annual award programs	11/13/2013	306110797723				The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Pakistan	Pending	41	Entertainment services, namely, annual award programs	11/20/2013	349838				The Procter & Gamble Company
PEOPLES CHOICE AWARDS	Russian Federation	Registered	41	Entertainment services, namely, annual award programs	11/14/2013	2013739362	10/28/2015	555911	11/14/2023	The Procter & Gamble Company

Trademark	Country	Status	Class	Goods and Services	Application Date	Application Number	Registration Date	Registration Number	Renewal Due Date	Owner
	Ukraine	Registered	41	Entertainment services, namely, annual award programs.	11/20/2013	M201321435	01/12/2015	135397	11/20/2023	The Procter & Gamble Company
PEOPLE'S CHOICE AWARDS	U.S.	Registered	41	Entertainment services, namely, annual award programs.	05/31/2013	85948184	04/01/2014	4504446	04/01/2024	The Procter & Gamble Company
	U.S.	Registered	41	Entertainment services, namely, annual award programs.	05/31/2013	85948183	04/01/2014	4504445	04/01/2024	The Procter & Gamble Company
	U.S.	Registered	41	Entertainment services, namely, annual award programs.	05/31/2013	85948181	04/01/2014	4599728	04/01/2024	The Procter & Gamble Company

TRADEMARK  
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RECORDED: 05/23/2017