

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431101

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GENERAL MEDIA COMMUNICATIONS, INC.		03/29/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	PENTHOUSE GLOBAL LICENSING, INC.		
Street Address:	8944 MASON AVENUE		
City:	CHATSWORTH		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2810417	THE PENTHOUSE CLUB	
CORRESPONDENCE DATA			
Fax Number:	7137546652		
<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:	310-586-3877		
Email:	morenoa@GTLAW.COM		
Correspondent Name:	Jeff K. Joyner		
Address Line 1:	1840 CENTURY PARK EAST, SUITE 1900		
Address Line 4:	LOS ANGELES, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	168198.010200		
NAME OF SUBMITTER:	Jeff K. Joyner		
SIGNATURE:	/Jeff K. Joyner/		
DATE SIGNED:	06/13/2017		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, General Media Communications, Inc., a New York corporation, with its principal place of business as 8944 Mason Avenue, Chatsworth, California 91311 ("Assignor"), is the owner of the U.S. federal trademark registrations identified on **Exhibit "A"** attached hereto;

WHEREAS, Assignor has adopted, owns and is using the common law trademarks identified on **Exhibit "B"** attached hereto in connection with adult entertainment services in the nature of gentlemen's clubs featuring exotic dancing; restaurant services; and bar and cocktail lounge services (the trademarks identified on Exhibits A & B are collectively referred to herein as the "Marks");

and WHEREAS, Penthouse Global Licensing, Inc., a Delaware corporation, with its principal place of business as 8944 Mason Avenue, Chatsworth, California 91311 ("Assignee"), desires to acquire the Marks, and the goodwill associated with the Marks;


NOW, THEREFORE, For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and registrations, together with the goodwill of the business symbolized by the Marks, and the right to bring action for past infringement of the Marks.

To be effective as of the 29th day of March, 2017.

General Media Communications, Inc.

By: Kelly Holland
Name: Kelly Holland
Its: CEO

EXHIBIT A

Trademark	Registration No.	Registration Date
THE PENTHOUSE CLUB (Stylized) & Three Key Design 	2,810,417	02/03/2004

LA 132931008v2

EXHIBIT B

1. THE PENTHOUSE KEY SUITES (and three key design)
2. THE PENTHOUSE KEY SUITES (and one key design)
3. KEY GIRL (stylized) **KEYGIRL**
4. PENTHOUSE KEY CLUB
5. KEY CLUB
6. CALIGULA CLUB

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