

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431103

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	
Serial Number:	86876606	PENTHOUSE KEY SUITES	
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: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, General Media Communications, Inc., a New York corporation, with its principal place of business at 8944 Mason Avenue, Chatsworth, California 91311 ("Assignor"), owns and has a *bona fide* intent to use the marks identified in Exhibit "A" attached hereto, and has filed applications on the dates listed, indicating that intention to use the marks in connection with the services listed on the applications, but has not yet filed allegations of use under §§1(c) or 1(d) of The Trademark Act (the "Marks"); and

WHEREAS, Assignor is assigning the Marks in these applications as part of the portion of Assignor's business to which the Marks pertain as required by 15 U.S.C. § 1060, and Assignor represents and warrants that it has the capacity and right to assign the Marks pursuant to the terms of this Trademark Assignment; and

WHEREAS, Penthouse Global Licensing, Inc., a Delaware corporation, with its principal place of business at 8944 Mason Avenue, Chatsworth, California 91311 ("Assignee"), the successor of the ongoing and existing portion of Assignor's business to which the Marks pertain, desires to acquire said trademarks and the pending intent-to-use applications and has a *bona fide* intent to use the Marks in the pending applications identified in Exhibit A;

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 pending applications, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Marks, including the goodwill of the business symbolized by the Marks, the ongoing business activities associated with the Marks, and the right to bring action for past infringement of the Marks.

Effective this 29th day of March 2017.

General Media Communications, Inc.

By: Kelly Hollamal

Name: Kelly Hollamal

Its: CEO

EXHIBIT A

Trademark	Application Serial No.	Application Filing Date
PENTHOUSE KEY SUITES	86/876606	01/15/2016; notice of allowance issued 8/2/2016

LA 132905008v2