

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM433161

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Launch Media, Inc.		01/02/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Launch Partnership, LLC		
Street Address:	25 Taylor St		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94102		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4261728	LAUNCH	
CORRESPONDENCE DATA			
Fax Number:	8582720221		
<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:	858-272-0220		
Email:	trademarks@ipla.com		
Correspondent Name:	Joshua J. Richman		
Address Line 1:	4445 Eastgate Mall		
Address Line 2:	Suite 200		
Address Line 4:	San Diego, CALIFORNIA 92121		
NAME OF SUBMITTER:	Joshua J. Richman		
SIGNATURE:	/Joshua J. Richman/		
DATE SIGNED:	06/29/2017		
Total Attachments: 1			
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EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, LAUNCH Media, Inc., a Delaware corporation (“**Assignor**”), is the record owner of the entire right, title and interest in and to U.S. Trademark Registration No. 4,261,728 (“**Registration**”) for the mark LAUNCH (“**Mark**”);

WHEREAS, LAUNCH Partnership, LLC, a California limited liability company (“**Assignee**”), is desirous of acquiring all of Assignor’s rights in the Mark, Registration and the goodwill associated therewith; and

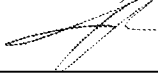
WHEREAS, Assignor wishes to transfer and assign Assignor’s entire right, title and interest in and to the Mark, the Registration, and the goodwill associated therewith to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer and assign unto said Assignee all of Assignor’s entire right, title and interest in and to the Mark and Registration, together with the goodwill of the business appurtenant to and symbolized by said Mark and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said Assignee as fully and entirely as the same would have been held by Assignor had this transfer and assignment not been made.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has caused this Assignment to be executed.

ASSIGNOR:

LAUNCH MEDIA, INC.

By: 
Name: Jason Calacanis
Title: President and CEO
Date: January 2, 2017