

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442126

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Todd Enterprises Inc.		09/05/2017	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	Hearst Holdings, Inc.		
Street Address:	300 West 57th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87189088	POPEYE ENERGY	
CORRESPONDENCE DATA			
Fax Number:	6462802022		
<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:	212-649-2022		
Email:	trademarks@hearst.com		
Correspondent Name:	Maureen Sheehan		
Address Line 1:	300 West 57th Street		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Karolyn Richter		
SIGNATURE:	/Karolyn Richter/		
DATE SIGNED:	09/06/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Todd Enterprises Inc., a Washington corporation with an address of 60 East Monticello Drive, Camano Island, Washington 98282 ("Assignor"), is the owner of the United States Trademark for POPEYE ENERGY, Application No. 87/189088 (the "Trademark"); and

WHEREAS, Hearst Holdings, Inc., a Delaware corporation company having an address at 300 W. 57th Street, New York, NY 10019 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademark, in the United States of America and its territories and possessions;

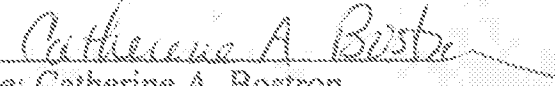
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the businesses symbolized by the Trademark being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: This 5TH day of SEPTEMBER 2017

By Assignor:
Todd Enterprises Inc.

By: 
Name: JEREMY TODD
Title: CEO

By Assignee:
Hearst Holdings, Inc.

By: 
Name: Catherine A. Bostron
Title: Secretary

TRADEMARK