

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM443396

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
<b>SEQUENCE:</b>	3

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
i-5 Publishing, LLC		02/12/2016	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Lumina Media, LLC
<b>Street Address:</b>	5151 California Avenue, Suite 100
<b>City:</b>	Irvine
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92617
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	4356210	CHICKENS
Registration Number:	2242215	HORSE CHANNEL
Registration Number:	4066235	HORSE CHANNEL
Registration Number:	1721798	HORSE ILLUSTRATED
Registration Number:	1519428	HORSES USA
Registration Number:	4031745	TRAINING SECRETS FOR BORDER COLLIES
Registration Number:	4173680	URBAN FARM
Registration Number:	2106034	YOUNG RIDER
Registration Number:	4281553	YOUR NEW HORSE
Registration Number:	3534512	HOBBY FARMS
Registration Number:	3293539	HOBBY FARMS
Registration Number:	3322774	HORSE ILLUSTRATED
Registration Number:	3322771	YOUNG RIDER
Registration Number:	3276697	HOBBY FARMS HOME

## CORRESPONDENCE DATA

Fax Number: 2485940610

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent*

TRADEMARK

*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 248-594-0644  
**Email:** tmdocketing@fishstewip.com  
**Correspondent Name:** Michelle L. Visser  
**Address Line 1:** 39533 Woodward Avenue, Suite 140  
**Address Line 4:** Bloomfield Hills, MICHIGAN 48304

<b>ATTORNEY DOCKET NUMBER:</b>	63361-0999
<b>NAME OF SUBMITTER:</b>	Michelle L. Visser
<b>SIGNATURE:</b>	/Michelle L. Visser/
<b>DATE SIGNED:</b>	09/16/2017

**Total Attachments: 2**

source=i-5 to Lumina name change effective 2-12-16#page1.tif  
source=i-5 to Lumina name change effective 2-12-16#page2.tif



84 Neilson Drive, Toronto, Ontario, Canada M9C 1V7  
P 416-622-9043 F 416-626-9581 milleriplaw.com

Reply To:  
Nancy A. Miller

E-mail:  
[nmiller@milleriplaw.com](mailto:nmiller@milleriplaw.com)

Cell:  
416-525-8630

Our File No.:  
2015-01344, 01345,  
01346, 01347

**DELIVERED BY FAX**

April 19, 2017

The Registrar of Trade Marks  
Gatineau, Quebec  
**Attention: Assignment Section**

Dear Madam:

**Re:** Trademark: BIRD TALK  
Registration No.: TMA523,842

Trademark: YOUNG RIDER  
Registration No.: TMA525,508

Trademark: CAT FANCY  
Registration No.: TMA523,805

Trademark: DOG FANCY  
Registration No.: TMA523,845

Registrant: I-5 Publishing, LLC

Please proceed to record a change of name of the registrant of the four above-identified trademark registrations, to reflect the change of name of the registrant from I-5 Publishing, LLC to: Lumina Media, LLC.

A copy of the Certificate from the Secretary of State of the State of Delaware confirming that this name change took place on February 12, 2016, is attached.

We look forward to receiving confirmation that this change of name has been recorded.

Yours very truly,

  
Nancy A. Miller

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "I-5 PUBLISHING, LLC", CHANGING ITS NAME FROM "I-5 PUBLISHING, LLC" TO "LUMINA MEDIA, LLC", FILED IN THIS OFFICE ON THE TWELFTH DAY OF FEBRUARY, A.D. 2016, AT 11:58 O`CLOCK A.M.



5278760 8100  
SR# 20160759243

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JBULLOCK", written over a horizontal line.

Jeffrey W. Bullock, Secretary of State

Authentication: 201842241  
Date: 02-17-16

RECORDED: 09/16/2017

TRADEMARK  
REEL: 006154 FRAME: 0349