

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM448132

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Insider Media Management, LLC		10/20/2017	Limited Liability Company: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Business Insider, Inc.		
<b>Street Address:</b>	150 Fifth Avenue, 8th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4581828	INSIDER MEDIA	
<b>Registration Number:</b>	4581829	INSIDERMEDIA MANAGEMENT	
<b>Registration Number:</b>	4577591	IM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027473584		
<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>			
<b>Phone:</b>	(202) 772-1050		
<b>Email:</b>	Law@RayThomasJrTrademarks.com		
<b>Correspondent Name:</b>	Ray Thomas Jr., Esq.		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW, Suite 500		
<b>Address Line 4:</b>	Washington, D.C. 20036		
<b>NAME OF SUBMITTER:</b>	Ray Thomas Jr., Esq.		
<b>SIGNATURE:</b>	/Ray Thomas/		
<b>DATE SIGNED:</b>	10/22/2017		
<b>Total Attachments: 1</b>			
source=Assignment Agreement (executed)_10 20 2017 (IMM & BI)#page1.tif			

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**ASSIGNMENT AGREEMENT**

**WHEREAS,**

Insider Media Management, LLC ("ASSIGNOR"), a limited liability company of Florida, 10544 Pebble Cove Lane, Boca Raton, Florida 33498

is the current owner of U.S. Reg. Nos. 4,581,828 (August 5, 2014), 4,581,829 (August 5, 2014), and 4,577,591 (July 29, 2014) for the marks INSIDER MEDIA (Class 35), INSIDERMEDIAMANAGEMENT & design (Class 35), and IM & design (Class 35), respectively

**WHEREAS,**

Business Insider, Inc. ("ASSIGNEE"), a corporation of Delaware, 150 Fifth Avenue, 8<sup>th</sup> Floor, New York, NY 10011

is desirous of acquiring said marks and the registrations thereof


**NOW THEREFORE,**

for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and the goodwill of the business in which the marks are used, and the above-identified registrations thereof.

Insider Media Management, LLC

October 20, 2017

Date

  
Signature

John P. Hervis  
Name

Owner/President  
Title