

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM457405

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sunset Publishing Corporation		01/04/2018	Corporation:
RECEIVING PARTY DATA			
Name:	Sunset Media IP Holder, LLC		
Street Address:	9720 Wilshire Boulevard 6th Floor		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	87401872	SUNSET	
Registration Number:	2079740	SUNSET	
Registration Number:	4265489	SUNSET	
Registration Number:	2087856	SUNSET	
Registration Number:	0426790	SUNSET	
Registration Number:	0511453	SUNSET	
Registration Number:	4480826	SUNSET	
Serial Number:	87417245	SUNSET HOTEL COLLECTION	
Registration Number:	4446064	SUNSET WESTERN GARDEN COLLECTION	
Registration Number:	1487533	THE MAGAZINE OF WESTERN LIVING	
Registration Number:	1641246	WESTERN GARDEN BOOK	
CORRESPONDENCE DATA			
Fax Number:	8583451067		
<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:	8583451067		
Email:	Pollie@gandalegal.com		
Correspondent Name:	Pollie Gautsch		
Address Line 1:	665 San Rodolfo Dr. #124-209		
Address Line 4:	Solana Beach, CALIFORNIA 92075		

OP \$290.00 87401872

ATTORNEY DOCKET NUMBER:	Sunset IP Assignment
NAME OF SUBMITTER:	Pollie Gautsch
SIGNATURE:	/pg/
DATE SIGNED:	01/09/2018
Total Attachments: 4 source=Sunset IP list#page1.tif source=Sunset IP list#page2.tif source=Sunset IP list#page3.tif source=Trademark Assignment Sunset - IP Holder signed#page1.tif	

Assignment of Trademark

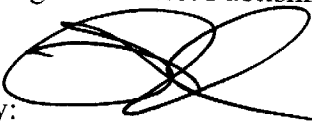
THIS ASSIGNMENT OF TRADEMARKS is made by and between Sunset Publishing Corporation ("Assignor"), and Sunset Media IP Holder, LLC., a Delaware limited liability company with an address at 9720 Wilshire Boulevard, 6th floor, Beverly Hills California 90212 (Assignee").

WHEREAS, Assignor owns the trademarks, common law rights therein, and registrations filed with the United States Patent and Trademark Office as set forth on the attached schedule.

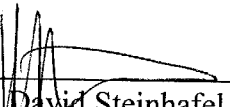
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all of her right, title and interest in the Trademark and the Trademark Registrations and Applications, together with the goodwill associated therewith; the Applications as part of the entire business or portion thereof to which the Trademark therein pertains as required by 15 U.S.C. section 1060; and all rights of action accrued, accruing and to accrue under and by virtue hereof, including, without limitation, its right to sue for and collect damages for infringement or other violations of the same, including for past infringements or other violations. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Trademark and the Trademark Registration and Applications.

IN WITNESS WHEREOF, this Assignment of Trademarks has been duly executed to be effective as of January 4, 2018.

Assignor: Sunset Publishing Corporation

By: 
Michael Reinstein

Assignee: Sunset Media IP Holder, LLC.

By: 
David Steinhafel

Trademarks

TRADEMARK	OWNER	JURISDICTION	STATUS	APPLICATION NO.	REGISTRATION NO.	CLASSES AND GOODS	APPLICATION DATE	REGISTRATION DATE
SUNSET	SUNSET PUBLISHING CORPORATION	United States	Pending	87401872		16 Magazines in the field of lifestyle, arts, food, wine, travel, gardening, cooking and entertaining	6-Apr-17	
SUNSET	SUNSET PUBLISHING CORPORATION	United States	Registered	74650905	2079740	42 computer services, namely interactive on-line general interest magazines in the fields of travel, gardening, home decorating, design, repair and maintenance, food, crafts and related fields	23-Mar-95	15-Jul-97
SUNSET	SUNSET PUBLISHING CORPORATION	United States	Registered	85435563	4265489	9 Digital media, namely, downloadable electronic publications in the nature of magazines and mobile applications featuring travel, gardening, home decorating, design, repair and maintenance, food, crafts, lifestyle and topics of general interest; Downloadable electronic publications in the nature of digital magazines and mobile apps in the field of travel, gardening, home decorating, design, repair and maintenance, food, crafts, lifestyle and topics of general interest; Downloadable software in the nature of a mobile application for a mobile application for viewing and interacting with digital magazines; Downloadable electronic publications in the nature of magazines and digital apps in the field of travel, gardening, home decorating, design, repair and maintenance, food, crafts, lifestyle and topics of general interest via the internet and wireless devices	29-Sep-11	25-Dec-12

SUNSET	SUNSET PUBLISHING CORPORATION	United States	Registered	75182281	2087856	16 magazines and books on a variety of topics	16-Oct-96	12-Aug-97
SUNSET (SCRIP1)	SUNSET PUBLISHING CORPORATION	United States	Registered	71486532	0426790	16 BOOKS AND PAMPHLETS	31-Jul-45	14-Jan-47
SUNSET (Stylized)	SUNSET PUBLISHING CORPORATION	United States	Registered	71554985	511453	16 MONTHLY MAGAZINE	19-Apr-48	21-Jun-49
SUNSET and Design	SUNSET PUBLISHING CORPORATION	United States	Registered	86000487	4480826	41 Organizing community festivals featuring primarily wine and food tastings, art exhibitions and music and entertainment and also providing markers, tours, and presentations and hands-on activities in the fields of travel, gardening, cooking and entertaining; Organizing cultural and arts events	2-Jul-13	11-Feb-14
SUNSET HOTEL COLLECTION	SUNSET PUBLISHING CORPORATION	United States	Pending	87417245		35 Advertising, marketing and promotion services in the field of hotels, resorts, lodging and travel services; Membership club services providing discounts to members on real estate commissions and mortgage loans 43 Hotel services; Hotel accommodation services; Providing a website featuring information in the field of hotels and temporary accommodations for travelers; Resort hotel services; Restaurant and hotel services	19-Apr-17	
SUNSET WESTERNGAR DEN COLLECTION	SUNSET PUBLISHING CORPORATION	United States	Registered	85688643	4446064	31 Live pianos	27-Jul-12	10-Dec-13
THE MAGAZINE OF WESTERN LIVING	SUNSET PUBLISHING CORPORATION	United States	Registered	73657275	1487533	16 MAGAZINES	27-Apr-87	10-May-88

	ATTON						
WESTERN GARDEN BOOK	SUNSET PUBLISHING CORPORATION	United States	Registered	74046060	1641246	16 series of books relating to plants and gardening in the west	5-Apr-90 16-Apr-91
SUNSET	SUNSET PUBLISHING CORPORATION	Australia	Registered	258410	258410	16	11-May-72 11-May-72
SUNSET BEST OF THE WEST COLLECTION	SUNSET PUBLISHING CORPORATION	Canada	Registered	103428600	TMA563719	16 MAPS & POSTERS, 31 LIVE PLANTS	29-Oct-99 19-Jan-02
SUNSET THE PACIFIC MONTHLY	SUNSET PUBLISHING CORPORATION	Canada	Registered	17016309	UCCA008021	16 Magazines and periodicals, Books and pamphlets	20-Feb-37 20-Feb-37
SUNSET (stylized)	SUNSET PUBLISHING CORPORATION	United Kingdom	Registered	1019252	1019252	16 PRINTED MATTER, PRINTED PUBLICATIONS, MAGAZINES (PUBLICATIONS), BOOKS AND PAMPHLETS	19-Oct-73 19-Oct-73

TRADEMARK