

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462400

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lakewood Media Group, LLC		02/15/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Mach 1 Business Media, LLC		
Street Address:	5353 Knox Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55419		
Entity Type:	Limited Liability Company: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2066761	SALES & MARKETING MANAGEMENT	
Registration Number:	1458285	SALES AND MARKETING MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:	6128775072		
<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:	6128775307		
Email:	ipmab@lawmoss.com		
Correspondent Name:	Michael A. Bondi		
Address Line 1:	150 South Fifth Street, Suite 1200		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	55739.1		
NAME OF SUBMITTER:	Michael A. Bondi		
SIGNATURE:	/Michael A. Bondi/		
DATE SIGNED:	02/16/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Assignment of Trademark (the "Assignment") is made and entered by and between Lakewood Media Group, LLC ("Assignor") and Mach 1 Business Media, LLC ("Assignee") (collectively referred to as the "Parties").

Whereas, Assignor is the owner of US Registration Number 2,066,761 for the mark SALES & MARKETING MANAGEMENT; US Registration Number 1,458,285 for the mark SALES AND MARKETING MANAGEMENT; and Canadian Registration Number TMA498,179 for the mark SALES AND MARKETING MANAGEMENT ("Marks"); and

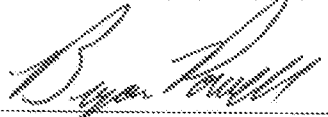
Whereas, Assignor wishes to assign his rights in the Marks to Assignee.

Now, Therefore, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **ASSIGNMENT:** Assignor hereby assigns, sells and transfers to Assignee all of his/her/its rights, title and interest in and to the Marks, including, but not limited to: (i) all registration rights with respect to the Marks, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Marks, and (iv) all income, royalties or claims relating to the Marks due or payable on or after the date of this Assignment.
2. **ASSIGNOR'S REPRESENTATIONS:** Assignor represents and warrants (i) that Assignor is the exclusive owner of the Marks, (ii) that Assignor possesses all rights, title and interest in and to the Marks, (iii) that Assignor has the power to enter into this Assignment, (iv) that the Marks do not infringe on the rights of any other person or entity, and (v) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.
3. **CONTINUING OBLIGATIONS:** Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.
4. **BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed on the respective dates set forth below.

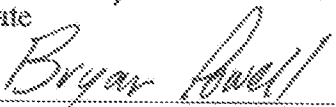
LAKWOOD MEDIA GROUP, LLC



Signature

2/15/2018

Date



Printed Name

VP Finance & Operations

Title

TRADEMARK