

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM479506

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lumina Media, LLC		09/12/2017	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Societe des Produits Nestle S.A.		
Street Address:	353 Case Postale		
Internal Address:	Legal - Trademarks		
City:	Vevey		
State/Country:	SWITZERLAND		
Postal Code:	1800		
Entity Type:	Société Anonyme (Sa): SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78320213	SHOW DOGS OF THE YEAR	
Serial Number:	78582909	WINKIES	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3149823466		
Email:	tmooffice@purina.nestle.com		
Correspondent Name:	Nestle Purina PetCare Company		
Address Line 1:	1 Checkerboard Square		
Address Line 4:	St. Louis, MISSOURI 63164-0001		
NAME OF SUBMITTER:	Stacy Banes		
SIGNATURE:	/sjb/		
DATE SIGNED:	06/26/2018		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the “*Assignment*”) is effective as of the 12th day of September, 2017 (“*Effective Date*”) by and between **LUMINA MEDIA, LLC**, a Delaware limited liability company having a place of business at 2030 Main St Ste 1400, Irvine, CA 92614-7222 (the “*Assignor*”) and **SOCIÉTÉ DES PRODUITS NESTLÉ S.A.**, a *société anonyme* organized under the laws of Switzerland having a place of business at Case Postale 353, Vevey Switzerland 1800 (the “*Assignee*”).

WHEREAS, Assignor is the owner of all right, title, and interest in and to all U.S. trademarks listed on the attached *Schedule A* and incorporated by reference into this Assignment (collectively, the “*Trademarks*”); and

WHEREAS, ASSIGNOR desires to assign all right, title and interest in and to the TRADEMARKS to ASSIGNEE and ASSIGNEE desires to acquire all of ASSIGNOR’s right, title and interest in, to and under the TRADEMARKS, TOGETHER WITH THE GOODWILL OF THE BUSINESS IN CONNECTION WITH WHICH THE TRADEMARKS ARE USED.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. ASSIGNOR does hereby sell, assign, transfer and set over to ASSIGNEE, its successors, legal representatives and assigns, all of ASSIGNOR’s right, title and interest in and to the TRADEMARKS together with the goodwill of the business associated with said TRADEMARKS and registrations thereof, including any rights under common law, and which include the Trademarks alone or in combination with other words, figures, designs or indicia, including any rights, title and interest as service marks, Trademarks, trade names and all common law rights connected therewith, together with the goodwill of the business with respect to which the Trademarks or any such other marks or names have been used and/or registered and all claims, proceeds and causes of action relating to past, present or future infringement of said Trademarks or said other marks or names.
2. Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee, as assignee and owner of any and all of Assignor’s ownership right in the Trademarks and to issue to Assignee any renewals of said registration.

[signature page follows]

IN WITNESS WHEREOF, each party has caused this Assignment to be executed on its behalf by a duly authorized representative.

Assignor:

LUMINA MEDIA, LLC

By:

KEITH WALTER

Name:

KEITH WALTER

Title:

CEO

Date:

9/8/2017

Assignee:

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.

By:

Name:

Title:

Date:

IN WITNESS WHEREOF, each party has caused this Assignment to be executed on its behalf by a duly authorized representative.

Assignor:

LUMINA MEDIA, LLC

By: _____

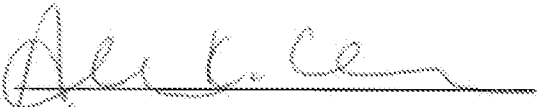
Name: _____

Title: _____

Date: _____

Assignee:

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.

By:  _____

Name: Andrea K. Cannon

Title: Attorney

Date: 9/11/2017

SCHEDULE A

United States Trademark Registrations

TRADEMARK	REG. NO.
SHOW DOGS OF THE YEAR	2,997,035
WINKIES	3,490,208