

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM491571

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Informa Media, Inc.		09/01/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	APG, Inc.		
Street Address:	12751 Vulcan Way, Suite 100		
City:	Richmond		
State/Country:	CANADA		
Postal Code:	V6V 3C8		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2615850	DELICIOUS LIVING	
Registration Number:	3792335	DELICIOUSLIVING	
CORRESPONDENCE DATA			
Fax Number:	4023909005		
<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:	4023909500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	1125 S 103rd Street		
Address Line 2:	One Pacific Place, Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
NAME OF SUBMITTER:	Roberta L. Christensen		
SIGNATURE:	/rlc/		
DATE SIGNED:	09/26/2018		
Total Attachments: 2			
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OP \$65.00 2615850

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

This Assignment of Intellectual Property Rights (this “**Assignment**”) is made as of September 1, 2018 by Informa Media, Inc., a Delaware corporation (“**Seller**”), and is being delivered to APG, Inc., a Nevada corporation (“**Purchaser**”), pursuant to Section 5.2.2 of that certain Asset Purchase Agreement, dated as of the date hereof (the “**APA**”), among Seller, Purchaser, and, Alive Publishing Group, Inc., a corporation formed under the laws of British Columbia, as guarantor. Capitalized terms used but not defined in this Assignment have the respective meanings ascribed to such terms in the APA.

For the consideration set forth in the APA, Seller hereby conveys, transfers, assigns and delivers to Purchaser, its successors and assigns, all of Seller’s right, title and interest in the Intellectual Property Assets, a list of which is set forth on ***Schedule A*** attached hereto and made a part hereof, together with all claims for damage by reason of past, present or future infringement of the Intellectual Property Rights with the right to sue and collect the same.

IN WITNESS WHEREOF, the Seller has duly executed this Assignment of Intellectual Property Rights as of the date and year first above written.

INFORMA MEDIA, INC.

By: 

Name: Thomas C. Etter

Title: Senior Vice President

Schedule A

Registered Trademarks

Serial No.	Country	Title/Mark	File Date	Reg. No.	Reg. Date
76/091,332	United States	DELICIOUS LIVING	July 14, 2000	2,615,850	September 3, 2002
77/759,823	United States	DELICIOUSLIVING	June 15, 2009	3,792,335	May 25, 2010

Unregistered Trademarks

Delicious Living's Best Bite Awards
Delicious Living's Supplement Awards
Delicious Living's Beauty and Body Awards

Domain Name

www.deliciousliving.com