

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM495027

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Impremedia Operating Company, LLC		07/05/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	La Opinion, LP		
Street Address:	915 Wilshire Blvd., Suite 8000		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90017		
Entity Type:	Limited Partnership: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5060501	LA OPINION DE LA BAHIA	
CORRESPONDENCE DATA			
Fax Number:	3124607577		
<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:	3124605577		
Email:	chiipdocket@seyfarth.com		
Correspondent Name:	Julia K. Sutherland		
Address Line 1:	233 South Wacker Drive. Suite 8000		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Julia K. Sutherland		
SIGNATURE:	/Julia K. Sutherland/		
DATE SIGNED:	10/23/2018		
Total Attachments: 2			
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Impremedia Operating Company LLC

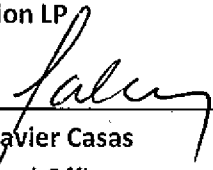
INTELLECTUAL PROPERTY CONTRIBUTION AND ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement (the "Agreement") is made as of 07/05/2016 by and between La Opinion LP (the "Company"), and Impremedia Operating Company LLC (the "Assignor").

- 1. Intellectual Property Assignment.** The Assignor hereby assigns to the Company, its successors and assigns, the entire right, title, and interest in and to any and all of the following that exist as of the date hereof: (a) Intellectual Property (as defined below) relating to the Company (b) any and all Intellectual Property Rights claiming or covering such Intellectual Property and (c) any and all causes of action that may have accrued to the undersigned in connection with such Intellectual Property and/or Intellectual Property Rights.
- 2. Intellectual Property Definition** "Intellectual Property" means any and all intellectual property and tangible embodiments thereof, including without limitation inventions, discoveries, designs, specifications, developments, methods, modifications, improvements, processes, know how, show-how, techniques, algorithms, databases, computer software and code (including software and firmware listings, assemblers, applets, compilers, source code, object code, net lists, design tools, user interfaces, application programming interfaces, protocols, formats, documentations, annotations, comments, data, data structures, databases, data collections, system build software and instructions), mask works, formulae, techniques, supplier and customer lists, trade secrets, graphic or images, text, audio or visual works, materials that documents design or design processes, or that documents research of testing, schematics, diagrams, product specifications and other works of authorship.
- 3. Intellectual Property Rights Definition.** "Intellectual Property Rights" means, collectively, all rights in, to and under patents, trade secrets rights, copyrights, trademarks, service marks, trade dress and similar rights of any type under the laws of any governmental authority, including without limitation, all applications and registrations relating to the foregoing.
- 4. Trademarks.** The assignor has listed in Exhibit A all trademarks which were registered prior to the date hereof, which belong to the Assignor. The Assignor hereby assigns non-exclusive and irrevocable ownership to the company.
- 5. Governing Law.** This Agreement and actions taken hereunder shall be governed by, and construed in accordance with the laws of the State of Delaware applied without regard to conflict of law principles.

IN WITNESS WHEREOF, the undersigned has caused the Intellectual Property Assignment to be executed.

La Opinion LP

By: 
Name: Javier Casas
Authorized Officer

Impremedia Operating Company LLC

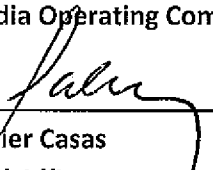
By: 
Name: Javier Casas
Authorized Officer

Exhibit A
Trademark Assignment

Mark: LA OPINION DE LA BAHIA
Country: United States of America
APP Number: 86/662099
File Date: 06/15/2015
Class: 16Int, 41Int