

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM495364

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crain Communications Inc.		09/27/2018	Corporation: ILLINOIS
Crain Management Services Inc.		09/27/2018	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Private Label Manufacturers Association		
Street Address:	630 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	Non-Profit Association: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	87778582	AMERICAN DEMOGRAPHICS	
Serial Number:	88040982	AMERICAN DEMOGRAPHICS	
Registration Number:	1149331	AMERICAN DEMOGRAPHICS	
Registration Number:	1565881	AMERICAN DEMOGRAPHICS	
CORRESPONDENCE DATA			
Fax Number:	2122453009		
<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:	2125416222		
Email:	trademark@kanekessler.com		
Correspondent Name:	Brendan P. McFeely		
Address Line 1:	666 Third Avenue		
Address Line 2:	23rd Floor		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Brendan P. McFeely		
SIGNATURE:	/brendan p mcfeely/		
DATE SIGNED:	10/25/2018		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is entered into and made effective as of the 27 day of September, 2018 (the "Effective Date") by and between Crain Communications Inc., an Illinois corporation, and Crain Management Services Inc., a Michigan corporation (together "Assignor"), and Private Label Manufacturers Association, a not-for-profit association ("Assignee") (each a "Party," and collectively the "Parties").

RECITALS

WHEREAS, Assignor and Assignee have executed an Asset Purchase Agreement dated as of September 27, 2018 (the "Asset Purchase Agreement"); and

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor is the owner of all right, title and interest in and to the trademarks set forth on Schedule A below and the common law rights related thereto (collectively, the "Trademarks"), the goodwill appurtenant to the Trademarks, and the registrations and applications for registration of the Trademarks filed at the United States Patent and Trademark Office (and all other national offices) as set forth in more detail on Schedule A; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademarks, the registrations thereof, applications therefor and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademarks and all applications and registrations related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademarks. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

This Assignment is subject to all the terms and conditions of the Asset Purchase Agreement.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the 27th day of September, 2018.

CRAIN COMMUNICATIONS, INC.

By: Robert L. Recchia

Name: Robert L. Recchia

Title: Executive Vice President & CFO

CRAIN MANAGEMENT SERVICES INC.

By: Robert L. Recchia

Name and Title: Robert L. Recchia, Executive Vice President & CFO

Schedule A

The Trademarks

<u>Mark</u>	<u>U. S. Registration No. and Status</u>	<u>Dated</u>	<u>Classes</u>
AMERICAN DEMOGRAPHICS (Stylized)	1149331 (expired)	March 24, 1981	16
AMERICAN DEMOGRAPHICS	1565881 (expired)	November 14, 1989	16
AMERICAN DEMOGRAPHICS	Serial number 87778582 (Pending)	Filed January 31, 2018	35
AMERICAN DEMOGRAPHICS	Serial number 88040982 (Pending)	Filed July 17, 2018	16

TRADEMARK

REEL: 006465 FRAME: 0072

RECORDED: 10/25/2018