

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM499120

|   |  |                       |                           |
|---|--|-----------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                           |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                           |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                           |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>        |
| Jacob Kramer  |  | 11/20/2018            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                           |
| <b>Name:</b>  | Creem Magazine, LLC                                |                       |                           |
| <b>Street Address:</b>  | 2721 Sherwood Road                                 |                       |                           |
| <b>City:</b>  | Columbus   |                       |                           |
| <b>State/Country:</b>   | OHIO   |                       |                           |
| <b>Postal Code:</b>   | 43209  |                       |                           |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |                       |                           |
| <b>PROPERTY NUMBERS Total: 6</b>  |  |                       |                           |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                           |
| <b>Serial Number:</b>   | 86572458   | CREEM                 |                           |
| <b>Serial Number:</b>   | 86895995   | BOY HOWDY! CREEM      |                           |
| <b>Serial Number:</b>   | 86743514   | BOY HOWDY! CREEM      |                           |
| <b>Serial Number:</b>   | 86682514   | BOY HOWDY! CREEM      |                           |
| <b>Serial Number:</b>   | 86558897   | BOY HOWDY! CREEM      |                           |
| <b>Serial Number:</b>   | 85645528   | BOY HOWDY! CREEM      |                           |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                           |
| <b>Fax Number:</b>  | 2486410270   |                       |                           |
| <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> |  |                       |                           |
| <b>Phone:</b>   | 2486411292   |                       |                           |
| <b>Email:</b>   | jsachs@hdp.com                                     |                       |                           |
| <b>Correspondent Name:</b>  | Jessica S. Sachs                                   |                       |                           |
| <b>Address Line 1:</b>  | Harness, Dickey & Pierce, P.L.C.                   |                       |                           |
| <b>Address Line 2:</b>  | 5445 Corporate Drive, Suite 200                    |                       |                           |
| <b>Address Line 4:</b>  | Troy, MICHIGAN 48098                               |                       |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 16597-200001-US                                    |                       |                           |
| <b>NAME OF SUBMITTER:</b>   | Jessica S. Sachs                                   |                       |                           |
| <b>SIGNATURE:</b>   | /jss/  |                       |                           |
| <b>DATE SIGNED:</b>   | 11/21/2018   |                       |                           |

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**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is entered into and effective as of the last date written below ("Effective Date"), by and between **Jacob Kramer**, a United States individual, located at 2721 Sherwood Road, Columbus, Ohio, 43209 ("Assignor") and **Creem Magazine, LLC**, a Delaware limited liability company, located at 2721 Sherwood Road, Columbus, Ohio 43209 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks listed in Exhibit A attached hereto (the "Trademarks"), the common law rights associated therewith, and all of the goodwill of the business associated with the use of and symbolized by said Trademarks, and that portion of the business to which the Trademarks pertain; and

WHEREAS, Assignee desires to acquire from Assignor all of its right, title and interest in and to the Trademarks, the common law rights associated therewith, and all of the goodwill of the business associated with the use of and symbolized by said Trademarks, and that portion of the business to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer and assign to Assignee all of its all right, title and interest in and to the Trademarks, the common law rights associated therewith, and all of the goodwill of the business associated with the use of and symbolized by said Trademarks, and that portion of the business to which the Trademarks pertain.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Trademarks.

IN WITNESS WHEREOF, the parties, by their duly authorized representatives, do hereby set their hands and seals as of the Effective Date.

**Jacob Kramer**  
"Assignor"

By:   
Name: Jacob Kramer

Date: 11/20/18

**Creem Magazine, LLC**  
"Assignee"

By:   
Name: Jacob Kramer

Title: Member

Date: 11/20/18

**EXHIBIT A**

| <b>TRADEMARK</b>            | <b>COUNTRY</b> | <b>APPLICATION NUMBER</b> | <b>APPLICATION DATE</b> | <b>GOODS OR SERVICES</b>   |
|-----------------------------|----------------|---------------------------|-------------------------|--|
| CREEM                       | United States  | 86/572,458                | March 23, 2015          | Class 43 – Bar services  |
| CREEM BOY<br>HOWDY & Design | United States  | 86/895,995                | February 3, 2016        | Class 21 -<br>Beverageware; Bottles,<br>sold empty; Cups and<br>mugs; Barware,<br>namely, seltzer bottles;<br>Beverage glassware;<br>Drinking bottles for<br>sports  |
| CREEM BOY<br>HOWDY & Design | United States  | 86/743,514                | September 1, 2015       | Class 9 - Motion<br>picture films about<br>arts, entertainment,<br>music, and culture  |
| CREEM BOY<br>HOWDY & Design | United States  | 86/682,514                | July 2, 2015            | Class 41 - Production<br>and distribution of<br>radio programs;<br>Production and<br>distribution of<br>television shows and<br>movies; Production<br>and distribution of<br>videos in the field of<br>music                           |
| CREEM BOY<br>HOWDY & Design | United States  | 86/558,897                | March 10, 2015          | Class 43 - Bar services;<br>Coffee shops;<br>Restaurant and café<br>services   |
| CREEM BOY<br>HOWDY & Design | United States  | 85/645,528                | June 7, 2012            | Class 18 - All-purpose<br>carrying bags;<br>Backpacks; Carry-all<br>bags; Cosmetic bags<br>sold empty; Pouches<br>for holding make-up,<br>keys and other personal<br>items; Shoulder bags;<br>Tote bags; Travel bags;<br>Wristlet bags |

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