

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM504737

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Valassis Digital Holdings, Inc.		01/01/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Valassis Digital Corp.		
Street Address:	19975 Victor Parkway		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4451701	MFP ON DEMAND	
Registration Number:	4148104	SOCIAL ATTITUDE	
Registration Number:	5257102	VALASSIS APIO	
Registration Number:	5085339	VALASSIS DIGITAL	
Registration Number:	5159449	VALASSIS DIGITAL	
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:	8502088299		
Email:	LegalAffairs@HarlandClarke.com		
Correspondent Name:	Sonya Szot		
Address Line 1:	15955 LaCantera Pkwy		
Address Line 4:	San Antonio, TEXAS 78256		
NAME OF SUBMITTER:	Seth Randle		
SIGNATURE:	/Seth Randle/		
DATE SIGNED:	01/07/2019		
Total Attachments: 2			
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OP \$140.00 4451701

ASSIGNMENT OF TRADEMARKS

WHEREAS, Valassis Digital Holdings, Inc. ("Assignor"), having an address of 19975 Victor Parkway, Livonia, Michigan 48152, is the owner of the trademarks and trademark records listed on Schedule A attached hereto (the "Trademarks");

WHEREAS, Valassis Digital Corp. ("VDC"), a Delaware corporation, having an address of 19975 Victor Parkway, Livonia, Michigan 48152 desires to acquire any and all rights and goodwill associated with the Trademarks, including the related applications and registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to VDC all right, title and interest in and to said Trademarks, including related applications and registrations, together with the goodwill of the business symbolized by the Trademarks.

Notwithstanding anything to the contrary contained herein, the Trademarks shall not include any trademark application that would be deemed invalidated, canceled or abandoned due to the contribution, assignment and/or conveyance of the Trademarks hereunder, including without limitation all United States trademark applications that are based on an intent-to-use, unless and until such time that the contribution, assignment and/or conveyance will not cause the invalidation, cancellation or abandonment of such trademark applications.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment to be effective as of January 1, 2019.

Valassis Digital Holdings, Inc.

By:  _____

Name: Lisa D. Pick

Title: Senior Vice President and Asst. Secretary

Date: January 1, 2019

Schedule A

Mark	Country	Reg. No.	Reg. Date	Classes	Status
MFP ON DEMAND	United States of America	4451701	Dec. 17, 2013	35	Registered
SOCIAL ATTITUDE	United States of America	4148104	May 22, 2012	35	Registered
VALASSIS APIO	United States of America	5257102	August 1, 2017	35	Registered
VALASSIS DIGITAL	United States of America	5085339	Nov. 22, 2016	35	Registered
VALASSIS DIGITAL	United States of America	5159449	March 14, 2017	42	Registered
VALASSIS DIGITAL	WIPO -- International Registration	1319066	Jul 14 2016	35, 42	Registered