

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM535970

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advance Magazine Publishers, Inc.		08/07/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Advance Local Media LLC		
Street Address:	One World Trade Center		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10007		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88342116	IT'S A SOUTHERN THING	
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:	2122868310		
Email:	ncolovic@advance.com		
Correspondent Name:	Natasa Colovic		
Address Line 1:	One World Trade Center		
Address Line 4:	New York, NEW YORK 10007		
ATTORNEY DOCKET NUMBER:	ALM/T096036		
NAME OF SUBMITTER:	Natasa Colovic		
SIGNATURE:	/Natasa Colovic/		
DATE SIGNED:	08/09/2019		
Total Attachments: 1			
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OP \$40.00 88342116

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of August 7, 2019 by and between Advance Magazine Publishers, Inc., a New York Corporation, located at One World Trade Center, New York, NY 10007 ("AMPI") and Advance Local Media, LLC, a New York Corporation, located at One World Trade Center, New York, NY 10007 ("ALM").

WHEREAS, AMPI desires to assign all of its rights, title and interest in and to the Trademark Application for "It's A Southern Thing" with the USPTO Serial Number 88/342116;

WHEREAS, ALM desires to acquire the Application with the Serial Number 88/342116;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, AMPI does hereby sell, assign, transfer and set over unto ALM all rights, title and interest in and to the USPTO Trademark Application with the Serial Number 88/342116, together with any and all goodwill associated with the registration and use of the "It's A Southern Thing" mark.

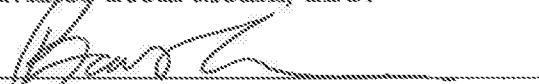
IN WITNESS WHEREOF, AMPI has executed this Assignment effective as of the date first above written.

Advance Magazine Publishers Inc.



Name: David Geithner
Title: Vice President

Advance Local Media, LLC.



Name:
Title: VP Marketing