

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540148

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonnier Corporation		09/03/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SONY ELECTRONICS INC.		
Street Address:	16535 Via Esprillo		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92127		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4618315	IMAGING EDGE	
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:	212-589-4200		
Email:	bhipdocket@bakerlaw.com		
Correspondent Name:	Robert B.G. Horowitz, Esq.		
Address Line 1:	45 Rockefeller Plaza		
Address Line 4:	New York, NEW YORK 10111		
ATTORNEY DOCKET NUMBER:	041279.003083		
NAME OF SUBMITTER:	Kevin M. Wallace		
SIGNATURE:	/Kevin M Wallace/		
DATE SIGNED:	09/10/2019		
Total Attachments: 1			
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CH \$40.00 4618315

TRADEMARK ASSIGNMENT


Whereas, Bonnier Corporation, a Delaware corporation located and doing business at 460 North Orlando Ave., STE 200, Winter Park, Florida 32789 (hereinafter "ASSIGNOR") owns U.S. Trademark Registration No. 4618315 for IMAGING EDGE for goods in Classes 9 and 16, and services in Class 41 (hereinafter the "TRADEMARK");

Whereas, SONY ELECTRONICS INC., a Delaware corporation located and doing business at 16535 Via Esprillo, San Diego, California 92127 (hereinafter "SONY") desires to acquire all rights, title and interests in and to the TRADEMARK;

Now, therefore, for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR does hereby assign unto SONY all rights, title and interest in and to the TRADEMARK including and any and all goodwill symbolized by the mark.

Date: September 3, 2019
Winter Park, Florida

BONNIER CORPORATION


By: _____

Jeremy M. Thompson
Corporate Secretary

Title of Office:

EXHIBIT I