

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542688

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/13/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advance Magazine Publishers Inc.		09/09/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Discovery Golf, Inc.		
Street Address:	850 3rd Ave.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2248420	HOW TO PLAY, WHAT TO PLAY, WHERE TO PLAY	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<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:	202-857-6000		
Email:	Todd.Hopkins@arentfox.com		
Correspondent Name:	Anthony V. Lupo		
Address Line 1:	1717 K Street, N.W.		
Address Line 4:	Washington, D.C. 20006-5344		
ATTORNEY DOCKET NUMBER:	039351.14101		
NAME OF SUBMITTER:	Amy McFarland		
SIGNATURE:	/Amy McFarland/		
DATE SIGNED:	09/26/2019		
Total Attachments: 6			
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TRADEMARK ASSIGNMENT

WHEREAS, Advance Magazine Publishers Inc., a New York corporation with an address of One World Trade Center New York, New York 10007 ("ASSIGNOR"), previously owned all right, title, and interest in, under, and to the trademark on the attached Schedule A, including the registration and application therefore and the common law rights therein (hereinafter, the "Trademark");

WHEREAS, Discovery Golf, Inc., a Delaware corporation, having a place of business at 850 3rd Avenue, New York, New York 10022 ("ASSIGNEE"), acquired all of ASSIGNOR's right, title, and interest in, under, and to the Trademark, together with the ongoing business and the goodwill of the business pertaining thereto, as of May 13, 2019.

WHEREAS, the parties desire to ratify said assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. ASSIGNOR hereby assigns unto ASSIGNEE all right, title and interest in, under, and to the Trademark, together with the goodwill of the business inherent therein and the right to bring suit and recover damages for past, present, and future infringement, dilution, misappropriation, violation, unlawful imitation or breach thereof, and all rights of priority and protection of interests therein under the laws of any jurisdiction, *nunc pro tunc* as of May 13, 2019.
2. The parties hereby agree to execute any additional documents to accomplish and record this Assignment.
3. This Assignment shall be binding upon the parties and their successors and assigns.
4. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same instrument.
5. This Assignment may be executed by facsimile or .pdf signature and a facsimile or .pdf signature shall constitute an original for all purposes.

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment with effect as of May 13, 2019.

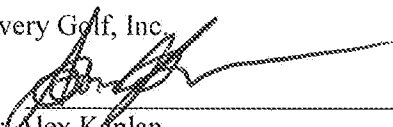
ASSIGNOR:

Advance Magazine Publishers Inc.

By: _____
Name: David Geithner
Title: Vice President
Date: _____

ASSIGNEE:

Discovery Golf, Inc.

By:  _____
Name: Alex Kaplan
Title: President & General Manager
Date: 9/9/19 _____

SCHEDULE A

Country	Mark Name	Application No	Registration No
US	HOW TO PLAY, WHAT TO PLAY, WHERE TO PLAY	75574988	2248420

TRADEMARK ASSIGNMENT

WHEREAS, Advance Magazine Publishers Inc., a New York corporation with an address of One World Trade Center New York, New York 10007 ("ASSIGNOR"), previously owned all right, title, and interest in, under, and to the trademark on the attached Schedule A, including the registration and application therefore and the common law rights therein (hereinafter, the "Trademark");

WHEREAS, Discovery Golf, Inc., a Delaware corporation, having a place of business at 850 3rd Avenue, New York, New York 10022 ("ASSIGNEE"), acquired all of ASSIGNOR's right, title, and interest in, under, and to the Trademark, together with the ongoing business and the goodwill of the business pertaining thereto, as of May 13, 2019.

WHEREAS, the parties desire to ratify said assignment;

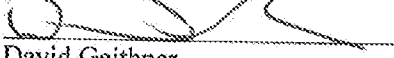
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. ASSIGNOR hereby assigns unto ASSIGNEE all right, title and interest in, under, and to the Trademark, together with the goodwill of the business inherent therein and the right to bring suit and recover damages for past, present, and future infringement, dilution, misappropriation, violation, unlawful imitation or breach thereof, and all rights of priority and protection of interests therein under the laws of any jurisdiction, *nunc pro tunc* as of May 13, 2019.
2. The parties hereby agree to execute any additional documents to accomplish and record this Assignment.
3. This Assignment shall be binding upon the parties and their successors and assigns.
4. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same instrument.
5. This Assignment may be executed by facsimile or .pdf signature and a facsimile or .pdf signature shall constitute an original for all purposes.

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment with effect as of May 13, 2019.

ASSIGNOR:

Advance Magazine Publishers Inc.

By: 
Name: David Geithner
Title: Vice President
Date: August 8, 2019

ASSIGNEE:

Discovery Golf, Inc.

By: _____
Name: Alex Kaplan
Title: President & General Manager
Date: _____

SCHEDULE A

Country	Mark Name	Application No	Registration No
US	HOW TO PLAY, WHAT TO PLAY, WHERE TO PLAY	75574988	2248420

TRADEMARK

REEL: 006755 FRAME: 0636

RECORDED: 09/26/2019