

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558851

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crain Management Services, Inc.		01/24/2020	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Crain Communications, Inc.		
Street Address:	1155 Gratiot Ave		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48207		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87809146	STAFFING INDUSTRY ANALYSTS	
Serial Number:	87820018	SIA STAFFING INDUSTRY ANALYSTS	
Serial Number:	87809578	SIA	
CORRESPONDENCE DATA			
Fax Number:	7344184213		
<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:	7344184212		
Email:	asujek@honigman.com		
Correspondent Name:	Angela Alvarez Sujek		
Address Line 1:	Honigman LLP		
Address Line 2:	39400 Woodward Ave # 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
NAME OF SUBMITTER:	Angela Alvarez Sujek		
SIGNATURE:	/angela alvarez sujek/		
DATE SIGNED:	01/24/2020		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment"), is effective as of January 24, 2020 between Crain Management Services, Inc., a Michigan corporation, whose address is 1155 Gratiot Ave., Detroit, Michigan 48207 ("Assignor"), and Crain Communications, Inc., an Illinois corporation, whose address is 1155 Gratiot Ave., Detroit, Michigan 48207 ("Assignee"). Assignor and Assignee are referred to herein individually as a "Party" and collectively, as (the "Parties").

RECITALS:

WHEREAS, Assignor is the owner of the trademarks set forth in the attached Schedule A ("Trademarks").

WHEREAS, Assignor desires to convey, transfer, assign and deliver to Assignee, and Assignee desires to accept from Assignor, the Trademarks of Assignor as set forth below.

NOW, THEREFORE, for valuable consideration the receipt of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. **Trademarks.** Assignor hereby irrevocably assigns, conveys, grants and transfers to Assignee all of Assignor's right, title and interest to the Trademarks, the goodwill associated with and symbolized by the Trademarks, including any applications for registration of the marks and any other rights at common law or otherwise.

2. **Rights.** The foregoing assignment includes rights to collect royalties or proceeds in connection with any of the foregoing and all rights to sue for and otherwise object to past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.

3. **Further Assurances.** Assignor will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be reasonably requested by Assignee to vest, secure, and perfect, the rights and interests of Assignee in and to the Trademark assigned herein.


4. **Binding Effect.** This Assignment inures to the benefit of and is binding upon Assignor and Assignee and their respective heirs, successors and permitted assigns.

5. **Governing Law.** This Assignment shall be governed by and construed in accordance with the laws of the State of Michigan (regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof).

6. **Amendment.** This Assignment may not be amended, modified, waived, or terminated except in a writing signed by Assignor, on the one hand, and Assignee, on the other hand.

IN WITNESS WHEREOF, each of the Parties has caused this Trademark Assignment to be duly executed and delivered by its duly authorized representative as of the date first written above.

ASSIGNOR:
CRAIN MANAGEMENT SERVICES, INC.

By: 
Name: Peter K. Grantz
Title: Vice President

ASSIGNEE:
CRAIN COMMUNICATIONS, INC.



By: 
Name: Peter K. Grantz
Title: Vice President

EXHIBIT A

Trademarks

<u>Mark</u>	<u>Application Number</u>	<u>Application Date</u>	<u>International Class</u>
STAFFING INDUSTRY ANALYSTS	87/809,146	Feb. 23, 2018	35, 41
	87/820,018	Mar. 05, 2018	35, 41
SIA	87/809,578	Feb. 23, 2018	35, 41