

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM564758

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	11/01/2012		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Hollywood Life, LLC		02/27/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Penske Media Corporation		
<b>Street Address:</b>	11175 Santa Monica Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4448006	HOLLYWOOD LIFE	
<b>Registration Number:</b>	2427672	YOUNG HOLLYWOOD AWARDS	
<b>Registration Number:</b>	2551953	HOLLYWOOD STYLE	
<b>Registration Number:</b>	2795944	HOLLYWOOD LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	2152799389		
<b>Email:</b>	jordan.lavine@flastergreenberg.com		
<b>Correspondent Name:</b>	Jordan LaVine		
<b>Address Line 1:</b>	100 Front Street, Suite 100		
<b>Address Line 2:</b>	One Tower Bridge		
<b>Address Line 4:</b>	Conshohocken, PENNSYLVANIA 19428		
<b>NAME OF SUBMITTER:</b>	Jordan LaVine		
<b>SIGNATURE:</b>	/jordan lavine/		
<b>DATE SIGNED:</b>	03/02/2020		
<b>Total Attachments: 3</b>			

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**AFFIDAVIT CONCERNING ASSIGNMENT OF U.S. TRADEMARK REGISTRATIONS FROM  
HOLLYWOOD LIFE, LLC TO PENSKE MEDIA CORPORATION**

I, Todd Greene, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the registration, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true; and I state the following:

1. I am currently Executive Vice President, Business Affairs & General Counsel of Penske Media Corporation ("PMC"), a Delaware corporation. I have served as General Counsel of PMC since September, 2014.
2. As General Counsel of PMC, I oversee all legal functions of PMC and I am familiar with the corporate structure and history of PMC and its current and former subsidiaries, including the ownership of its and their respective intellectual property rights.
3. PMC was formerly named Mail.com Media Corporation and changed its name to Penske Media Corporation on July 18, 2011.
4. On September 9, 2008, Mail.com Media Corporation formed Hollywood Life, LLC in the State of Delaware and it became a wholly-owned subsidiary of Mail.com Media Corporation.
5. In September 2008, Mail.com Media Corporation, Hollywood Life, LLC, and Line Publications, LLC, a Delaware limited liability company, entered into an Asset Purchase Agreement pursuant to which Line Publications transferred certain of its assets, including the "Hollywood Life" and "Young Hollywood Awards" trademarks, as well as other

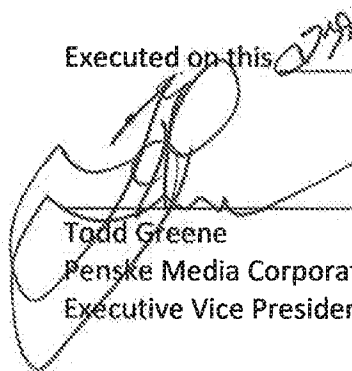
intellectual property rights, to Hollywood Life, LLC. In total, 19 pending or registered U.S. trademarks were assigned to Hollywood Life, LLC at that time. A trademark assignment reflecting this assignment was recorded with the U.S. Patent and Trademark Office on November 17, 2008 and is recorded at Reel/Frame 3889/0100.

6. PMC dissolved Hollywood Life, LLC in November, 2012.
7. Prior to the dissolution of Hollywood Life, LLC, for good and valuable consideration, Hollywood Life, LLC assigned all of its assets to PMC, including all of its goodwill, right, title, and interest in the trademarks identified in Registration Nos. 3,494,367 ("Young Hollywood Awards"), 4,448,006 ("Hollywood Life"), 3,741,287 ("Young Hollywood Home"), 2,551,953 ("Hollywood Style"), 2,427,672 ("Young Hollywood Awards"), 2,795,944 ("Hollywood Life"), 2,827,406 ("Breakthrough of the Year Awards"), and 3,149,041 ("Hollywood Style Awards"), all of which were part of the assignment from Line Publications, LLC to Hollywood Life, LLC in 2008, and which were still active trademark applications or registrations at the time the assignment from Hollywood Life, LLC to PMC took place.
8. As evidence of PMC's ownership of the above-referenced marks prior to the dissolution of Hollywood Life, LLC, PMC granted a security interest in the marks identified in the preceding paragraph to Dragon Investment Partners, Ltd. on November 12, 2012, and the security interest was recorded in the U.S. Patent and Trademark Office on June 13, 2013 at Reel/Frame 5046/0388. Reg. No. 2,551,953 ("Hollywood Style"), however, was not part of the security interest filing as a result of an apparent omission of the mark from the schedule of marks for the security interest filing.

9. The U.S. Patent and Trademark Office previously recorded the Assignment of Registration Nos. 3,494,367 and 2,827,406 from Young Hollywood, LLC to PMC at Reel/Frame 5626/0817 on September 18, 2015 and at Reel/Frame 5488/0048 on March 30, 2015, respectively.

10. I am executing this Affidavit to confirm the assignment of Reg. Nos. 3,494,367 ("Young Hollywood Awards"), 4,448,006 ("Hollywood Life"), 3,741,287 ("Young Hollywood Home"), 2,551,953 ("Hollywood Style"), 2,427,672 ("Young Hollywood Awards"), 2,795,944 ("Hollywood Life"), 2,827,406 ("Breakthrough of the Year Awards"), and 3,149,041 ("Hollywood Style Awards") from Hollywood Life, LLC to PMC.

Executed on this 27<sup>th</sup> day of February, 2020.



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Todd Greene  
Penske Media Corporation  
Executive Vice President, Business Affairs & General Counsel