

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM565639

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	01/01/2016		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Penske Media Corporation		03/04/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HollywoodLife.com, LLC		
<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>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4448006	HOLLYWOOD LIFE	
<b>Registration Number:</b>	2551953	HOLLYWOOD STYLE	
<b>Registration Number:</b>	2827406	BREAKTHROUGH OF THE YEAR AWARDS	
<b>Registration Number:</b>	2795944	HOLLYWOOD LIFE	
<b>Registration Number:</b>	2427672	YOUNG HOLLYWOOD AWARDS	
<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>	03/06/2020		

OP \$140.00 4448006

**Total Attachments: 2**

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**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment dated March 4, 2020 (the "Assignment") is made effective as of January 1, 2016 by and between Penske Media Corporation, a Delaware corporation with an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignor") and HollywoodLife.com, LLC, a Delaware limited liability company with an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignee").

WHEREAS, Assignor was the owner of the trademarks set forth on Schedule 1 attached hereto and incorporated herein by this reference, including the registrations therefor (the "Marks");

WHEREAS, on the effective date written above, Assignor assigned the Marks to Assignee for good and valuable consideration and the parties now wish to memorialize the prior assignment of the Marks; and

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor previously assigned, transferred, conveyed and assigned to Assignee, and Assignee accepted from Assignor, all right title, and interest in and to the Marks together with the goodwill associated with the Marks, including all trademark registrations thereof and applications therefor, as well as all common law rights thereto. From the date of the Assignment, the Assignee has had the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.
2. Assignee, at its own cost and expense, shall record a fully executed copy of this Assignment with the United States Patent and Trademark Office and any other agency having jurisdiction over the ownership of the Marks.

IN WITNESS WHEREOF, the parties hereto have caused this Confirmatory Trademark Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

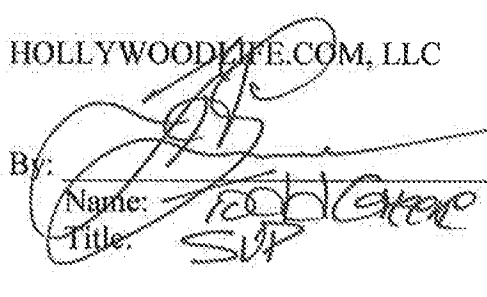
**ASSIGNOR:**

PENSKE MEDIA CORPORATION

By:   
Name: Robert C. Green  
Title: General Counsel

**ASSIGNEE:**

HOLLYWOODLIFE.COM, LLC

By:   
Name: Robert C. Green  
Title: SVP

SCHEDULE 1

Reg. No. 3,494,367 ("Young Hollywood Awards")  
Reg. No. 4,448,006 ("Hollywood Life")  
Reg. No. 2,551,953 ("Hollywood Style")  
Reg. No. 2,427,672 ("Young Hollywood Awards")  
Reg. No. 2,795,944 ("Hollywood Life")  
Reg. No. 2,827,406 ("Breakthrough of the Year Awards")  
Reg. No. 3,149,041 ("Hollywood Style Awards")