

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM569316

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ascend Integrated Media, LLC		02/03/2020	Limited Liability Company: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gleed Ventures LLC		
<b>Street Address:</b>	7171 W 95th Street, Suite 300		
<b>City:</b>	Overland Park		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66212		
<b>Entity Type:</b>	Limited Liability Company: KANSAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88600250	ASCEND MEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9134510875		
<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>	9134515100		
<b>Email:</b>	internalip@lathropgpm.com		
<b>Correspondent Name:</b>	Amy Brozenic		
<b>Address Line 1:</b>	10851 Mastin Boulevard		
<b>Address Line 2:</b>	Building 82, Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210-1669		
<b>ATTORNEY DOCKET NUMBER:</b>	616029		
<b>NAME OF SUBMITTER:</b>	Amy Brozenic		
<b>SIGNATURE:</b>	/Amy Brozenic/		
<b>DATE SIGNED:</b>	03/27/2020		
<b>Total Attachments: 3</b>			
source=Executed Assignment - Ascend Integrated Media to Gleed Ventures#page1.tif			
source=Executed Assignment - Ascend Integrated Media to Gleed Ventures#page2.tif			
source=Executed Assignment - Ascend Integrated Media to Gleed Ventures#page3.tif			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "**Assignment**") is effective as of the date last written below, by and between Ascend Integrated Media, LLC, a Kansas limited liability company (presently known as AIM Sub, LLC following the Name Change Amendment filed on January 2, 2020) ("**Assignor**"), in favor of Gleed Ventures LLC, a Kansas limited liability company (presently known as Ascend Media LLC following the Name Change Amendment filed on January 6, 2020) ("**Assignee**").

WHEREAS, the Assignor is the owner of all rights, title, and interest in and to the trademarks identified in Schedule "A", all common law rights related thereto, including any variations thereof (the "**Trademarks**"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement effective as of 11:59 p.m. on October 31, 2019 (the "**Purchase Agreement**"), Assignor desires to assign all right, title, and interest in the Trademarks to Assignee, including the goodwill of the business associated therewith.

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

1. Assignment of Trademarks. Assignor hereby assigns, transfers, sells, and conveys to Assignee, free and clear of all liens and encumbrances, all right, title, and interest in and to, in all jurisdictions throughout the world, the Trademarks, and all state or U.S. federal trademark applications or registrations, if any, for the Trademarks, including, without limitation: (a) all goodwill associated with or symbolized by the Trademarks; (b) the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations of the Trademarks; (c) all income, royalties, damages, and other payments now and hereafter due and payable with respect to the Trademarks; and (d) all other rights accruing from the Trademarks, together in each case with the goodwill of the business connected with the use of, and symbolized by, the Trademarks.
2. Further Assurances. Assignor agrees that on request it shall, at any time and without charge to Assignee, sign all papers, take all rightful oaths, execute any and all documents, and do all acts that may be reasonably necessary, to the extent consistent with the terms of the Purchase Agreement, to vest title to or possession and control of the Trademarks in Assignee or in its successors, assigns, and legal representatives or nominees.
3. Successors and Assigns. This Assignment shall bind and inure to the benefit of the parties and their respective successors and assigns. Assignor represents and warrants to Assignee that it is the owner of all right and title to all of the foregoing and that no consent of or release from any third party is necessary for the assignment of the foregoing to Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed, effective as of the day and year written below.

[signature page follows]

AIM Sub, LLC (formerly known as  
Ascend Integrated Media, LLC)

By: Eric V. Graham

Print: Eric V. Graham

Title: Manager

Date: 2020-02-03

**SCHEDULE A**

<b>Mark</b>	<b>Application No.</b>	<b>Goods/Services</b>
ASCEND MEDIA	88/600,250	<p>IC 016. Printed publications, namely, magazines, journals, newsletters, white papers, supplier and advertiser directories, event dailies, teaching materials, brochures, buyers' guides, and booklets in fields of healthcare, medicine, packaging, safety, association proceedings, meetings and events, retailing, travel and hospitality, and home furnishings.</p> <p>IC 035. Advertising services, namely, selling advertising space in publications relating to healthcare, medicine, packaging, safety, association proceedings, meetings and events, retailing, travel and hospitality, and home furnishings; sponsorship search and placement.</p> <p>IC 041. Providing on-line publications in the nature of magazines, journals, newsletters, teaching materials, white papers, event dailies, magazine articles, and directories in fields of healthcare, medicine, packaging, safety, association proceedings, meetings and events, retailing, travel and hospitality, and home furnishings; video production.</p>