

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM571738

<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>
Celebrate Publishing Group, Inc.		03/01/2020	Corporation: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Celebrate Publishing Group, LLC		
<b>Street Address:</b>	6005 Messenger Stake		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78746		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3044899	CELEBRATE	
<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>	4793012444		
<b>Email:</b>	kbaldwin@smithhurst.com		
<b>Correspondent Name:</b>	James W. Smith		
<b>Address Line 1:</b>	5100 West JB Hunt Drive, Suite 900		
<b>Address Line 4:</b>	Rogers, ARKANSAS 72758		
<b>NAME OF SUBMITTER:</b>	James W. Smith		
<b>SIGNATURE:</b>	/James W. Smith/		
<b>DATE SIGNED:</b>	04/13/2020		
<b>Total Attachments: 3</b>			
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OP \$40.00 3044899

**TRADEMARK ASSIGNMENT AGREEMENT**

MARCH 1, 2020

WHEREAS, Celebrate Publishing Group, Inc., an Arkansas corporation (hereinafter, “ASSIGNOR”), is the owner of the mark listed on Exhibit A attached hereto and incorporated herein by this reference (the “MARK”) which is registered in the United States Patent and Trademark Office:

WHEREAS, Celebrate Publishing Group, LLC, a Delaware limited liability company (hereinafter, “ASSIGNEE”) desires to acquire said Mark and the registration associated therewith.

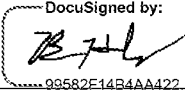
NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all Assignor’s right, title and interest in and to said Mark, together with any goodwill of the business symbolized by such Mark, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in Assignee’s own name.

[REMAINDER OF PAGE INTENTIONALLY BLANK; SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, this TRADEMARK ASSIGNMENT AGREEMENT has been executed to be effective as of the date first written above.

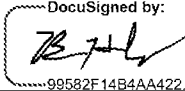
**ASSIGNOR:**

**CELEBRATE PUBLISHING GROUP, INC.**  
an Arkansas corporation

By: /  /  
BRIAN HENLEY, President

**ASSIGNEE:**

**CELEBRATE PUBLISHING GROUP, LLC**  
a Delaware limited liability company

By: /  /  
BRIAN HENLEY, Manager

**EXHIBIT A**

**MARK AND REGISTRATION**

*Celebrate*

Word Mark: Celebrate  
Goods and Services: IC 016  
US 002 005 022 023 029 037 038 050  
G & S: Regional magazine published periodically that features information concerning the quality of life through articles, commentaries and advertisements regarding people, places, events and businesses  
First Use: 20030701  
First Use in Commerce: 20031101  
Mark Drawing Code: (4) Standard Character Mark  
Serial Number: 78425269  
Filing Date: May 26, 2004  
Current Basis: 1A  
Original Filing Basis: 1A  
Published for  
Opposition: October 25, 2005  
Registration Number: 3044899  
Registration Date: January 17, 2006  
Owner: (REGISTRANT) Celebrate Publishing Group, Inc.  
Type of Mark: Trademark  
Register: Principal  
Renewal: 1<sup>st</sup> Renewal 20160405  
Status: Live