

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM590407

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GENERAL MEDIA COMMUNICATIONS, INC.		08/04/2020	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	PENTHOUSE WORLD MEDIA, LLC		
Street Address:	8944 Mason Avenue		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2435702	PENTHOUSE	
Registration Number:	2686386	PENTHOUSE	
Registration Number:	3728779	PENTHOUSE	
Registration Number:	4186310	PENTHOUSE SHOES	
Registration Number:	4310726	PENTHOUSE	
Registration Number:	4548739	PENTHOUSE	
Registration Number:	4645457	PENTHOUSE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	5042248008		
Email:	jason.mueller@fisherbroyles.com		
Correspondent Name:	Jason P. Mueller		
Address Line 1:	628 Julia Street		
Address Line 4:	New Orleans, LOUISIANA 70130		
NAME OF SUBMITTER:	Michelle C. Fullmer		
SIGNATURE:	/michelle c. fullmer/		
DATE SIGNED:	08/05/2020		

OP \$190.00 2435702

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is effective upon the date last set forth below, by and between **GENERAL MEDIA COMMUNICATIONS, INC.**, a New York corporation having a principal place of business at 8944 Mason Avenue, Chatsworth, California 91311 ("Assignor"), and **PENTHOUSE WORLD MEDIA, LLC**, a Delaware limited liability company with an address of 8944 Mason Avenue, Chatsworth, California 91311 ("Assignee").

WHEREAS, Assignor is the owner of the trademark(s) listed in Schedule I attached hereto (the "Mark(s)"), and rights related thereto; and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor wishes to assign, transfer, convey, and deliver to Assignee, Assignor's rights related thereto the Mark(s).

NOW, THEREFORE, in consideration of the foregoing and of the mutual covenants and agreements hereinafter set forth, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

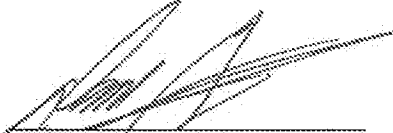
1. Assignor hereby sells, transfers, conveys, assigns, and delivers to Assignee, and the Assignee hereby accepts, all of Assignor's right, title, and interest in and to all of Assignor's Mark(s), including, without limitation and as applicable, the right to file domestic and foreign applications, all domestic and foreign applications, registrations, and any renewals that may be granted thereon, together with the goodwill of the businesses symbolized by the Mark(s), past common law causes of action and all rights to sue and recover all damages and other appropriate relief for all past infringement of the Mark(s), and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
2. This Assignment may be executed in two or more counterparts, all of which shall be considered one and the same agreement, and shall become effective when one or more such counterparts have been signed by each of the Parties and delivered to the other Party.

(Remainder of Page Left Intentionally Blank – Signature Pages Follow)

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment, effective as of the last date set forth below.

ASSIGNOR

General Media Communications, Inc.

Signature: 

Name: DAVID GOMLIED

Title: CH. 7 TRUSTEE


Address: 8944 Mason Avenue

City, State, Zip: Chatsworth, CA 91311

Date: August 4, 2020

ASSIGNEE

Penthouse World Media, LLC

Signature: 

Name: Tim Spratt

Title: MANAGER FOR H's agent ^{POL MANAGER, LLC}

Address: 8944 Mason Avenue

City, State, Zip: Chatsworth, CA 91311

Date: August 4, 2020

Schedule I

Trademarks

Country	Mark	Serial No.	Reg. Date
United States	PENTHOUSE	2435702	Mar. 13, 2001
United States	PENTHOUSE	2686386	Feb. 11, 2003
United States	PENTHOUSE	3728779	Dec. 22, 2009
United States	PENTHOUSE SHOES	4186310	Aug. 7, 2012
United States	PENTHOUSE	4310726	Mar. 26, 2013
United States	PENTHOUSE	4548739	Jun. 10, 2014
United States	PENTHOUSE	4645457	Nov. 25, 2014