# \$65.00 5301560

#### TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

ETAS ID: TM595520

SUBMISSION TYPE: NE	EW ASSIGNMENT
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**NATURE OF CONVEYANCE:** Confirmatory Assignment, Effective September 1, 2020

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
NAPCO Media, LLC		08/31/2020	Limited Liability Company: DELAWARE

#### **RECEIVING PARTY DATA**

Name:	Adweek LLC
Street Address:	261 Madison Avenue
Internal Address:	8th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Limited Liability Company: DELAWARE

#### **PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark	
Registration Number:	5301560	TARGET MARKETING	
Registration Number:	5895198	PUBLISHING EXECUTIVE	

#### **CORRESPONDENCE DATA**

Fax Number:

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.

Phone: 2033246155

Email: iptransfer@ssjr.com GENE S. WINTER **Correspondent Name:** Address Line 1: 986 Bedford Street

Address Line 2: St. Onge Steward Johnston & Reens LLC

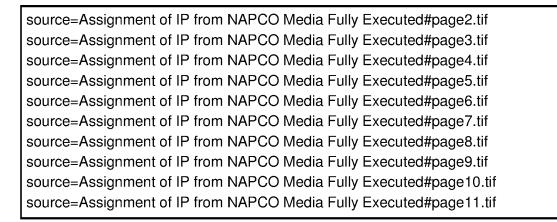
Address Line 4: Stamford, CONNECTICUT 06905

ATTORNEY DOCKET NUMBER: 03671-A0185A **NAME OF SUBMITTER:** Gene S. Winter **SIGNATURE:** /Gene S. Winter/ **DATE SIGNED:** 09/02/2020

**Total Attachments: 11** 

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**TRADEMARK** REEL: 007043 FRAME: 0058



TRADEMARK REEL: 007043 FRAME: 0059

#### CONFIRMATORY ASSIGNMENT OF INTELLECTUAL PROPERTY

This INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of August 31, 2020 and effective on September 1, 2020 (the "Effective Date"), is between Napco Media, LLC, a Delaware Limited Liability Company having a principal place of business at 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130 ("Assignor") and Adweek LLC, a Delaware Limited Liability Company having a principal place of business at 261 Madison Avenue, 8th Floor New York, NEW YORK 10016 ("Assignee").

#### WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the Trademarks, Copyrights and other Intellectual Property and Registrations therefore described on Schedule A attached hereto (hereinafter referred to collectively as the "Properties") and all of the goodwill of the businesses associated therewith.

WHEREAS, for good and valuable consideration and pursuant to that certain Purchase Agreement dated as of the Effective Date by and among Assignor and Assignee, and upon the terms and conditions set forth below, Assignee proposes to acquire all rights, title and interest in and to said Properties described on Schedule A as of the Effective Date;

NOW, THEREFORE, in consideration of the transactions contemplated by the Purchase Agreement and this Assignment and of other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

- 1. Assignment. Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, the entire right, title and interest in and to said Properties listed on the attached Schedule A, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, as well as all of the goodwill of the business symbolized by said Properties are used, including without limitation, the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of the Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, the right to all continuations, divisional or other priority or related applications and foreign counterparts or applications claiming priority to the said Properties, the right to sue for past, present and future infringement, misappropriation and any other violation of any of the Properties listed on the attached Schedule A.
- 2. Further Assurances. Assignee shall have the right to record this Assignment with all applicable governmental authorities and registrars so as to perfect its ownership of the Properties. Assignor agrees to assist Assignee and its successors and assigns, at Assignee's cost and expense, to secure the Properties, including by executing all applications, specifications, oaths, assignments and all other instruments which Assignee shall deem necessary in order to apply for, obtain, maintain, and transfer all right, title, and interest to such Properties to Assignee and for the purpose of enforcing or defending Assignee's complete, exclusive, and worldwide ownership of all right, title and interest in and to the Properties.

IN	WITNESS WHEREOF	, the undersigned,	pursuant to	authority	duly i	received,	has	duly
executed	this Assignment on the	31st day of Augus	st, 2020.					

Napce Media, LLC	Adweek LLC	
By: May Sy	By:	
Name: Dave Leskusky	Name: <u>Jeffrey Litvack</u>	
Title: President	Title: <u>CEO</u>	
STATE OF ) Pennsy Ivani ~ ) ss: COUNTY OF ) Philade Phia  On the 31st day of August, 2020 before in Leskusky of Napco Media, LLC personal satisfactory evidence to be the individual acknowledged to me that he/she execute	COMMONWEALTH OF PENNSYLVANIA  NOTARIAL SEAL JENNIFER A BYTOF Notary Public OF PHILADELPHIA, PHILADELPHIA CNTY by Commission Expires Nov 22, 2020  The, the undersigned, personally appeared Dave lly known to me or proved to me on the basis of whose name is subscribed to the within instrume and the same in his/her capacity, and that by his/he all, or the person upon behalf of which the individu	∍r
STATE OF ) ) ss: COUNTY OF )		
	ne, the undersigned, personally appeared Jeffrey	

On the 31st day of August, 2020 before me, the undersigned, personally appeared Jeffrey Litvack of Adweek LLC personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

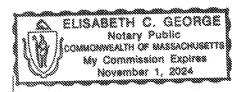
IN WITNESS WHEREOF, the undersigned, pursuant to authority duly received, has duly executed this Assignment on the 31st day of August, 2020.

Napco Media, LLC	Adweek LLC
8y:	Ву:
Name: <u>Dave Leskusky</u>	Name: <u>Jeffrey Litvack</u>
Title: President	Title: <u>CEO</u>
STATE OF )	
STATE OF ) ) ss: COUNTY OF )	
Leskusky of Napco Media, LLC personally satisfactory evidence to be the individual whacknowledged to me that he/she executed to	the undersigned, personally appeared Dave known to me or proved to me on the basis of nose name is subscribed to the within instrument and he same in his/her capacity, and that by his/her or the person upon behalf of which the individual
	Notary Public

COUNTY OF BUY STATE OF STATE OF

On the 31st day of August, 2020 before me, the undersigned, personally appeared Jeffrey Litvack of Adweek LLC personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public



# Schedule "A"

# **Registered Trademarks**

Trademark	U.S. Registration No.
TARGET MARKETING	5,301,560
PUBLISHING EXECUTIVE	5,895,198

# Common Law (Unregistered) Trademarks

Trademark
FUSE
FUSE SUMMIT
FUSE MEDIA
FUSE DIGITAL MARKETING
PE
FUSE

# <u>Domains</u>

Domain Name	Expires
digipubconference.com	5/3/2022
DirectMarketinglQ.com	9/9/2020
fusesummit.com	4/21/2021
pubexec.com	9/30/2020
publishingbusiness.com	11/15/2020
publishingexecutive.com	9/30/2020
targetmarketingmag.com	5/24/2023

### Social Media Accounts

https://www.facebook.com/targetmktg
https://twitter.com/targetmktg
https://www.linkedin.com/groups/3007699/
https://twitter.com/pubexec
https://www.linkedin.com/company/publishing- executive/
https://www.linkedin.com/groups/12015211/

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Publishing Business	Linkedin Group	Active	•	https://www.linkedin.com/groups/1818722/
*Publishing Executive Magazir Production Managers' Roundtable	ne Linkedin Group			https://www.linkedin.com/groups/1870418/
Publishing Executive	Facebook	Active	1	@publishingexecutive
Publishing Executive	Linkedln	Active		publishing-executive
*Publishing Executive	LinkedIn Group	Active		https://www.linkedin.com/groups/2997151/
Publishing Executive	Twitter	Active		@pubexec
Publishing Executive - FUSE Media	Linkedin Group	Active	FUSE: The Convergence of Technology and Media	https://www.linkedin.com/groups/12015211/
Target Marketing	Facebook	Active	Target Marketing	@targetmktg
Target Marketing	Instagram	Active	Target Marketing	@Targetmktg
Target Marketing	LinkedIn	Active	Target Marketing Company	target-marketing-magazine
Target Marketing	LinkedIn Group	Active	Target Marketing Magazine	https://www.linkedin.com/groups/3007699/
Target Marketing	Twitter	Active	Target Marketing	@targetmktg
Target Marketing	Youtube	Active		https://www.youtube.com/channel/UC5PiB9-DqpL3M
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# Copyrights

Copyrights:		
	Copyright Reg. No. Y	Year
Publishing executive.	CSN0150250	200 <b>R</b>
Publishing executive.	CSN0150250	200 <b>7</b>
Publishing executive.	CSN0150250	200 <b>E</b>
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Publishing executive inbox,	CSN0150251	200 <b>FR</b>
Publishing executive inbox.	CSN0150251	2006
PUBLISHING EXECUTIVE. [Published: 2008-03-05. issue: vol. 23, no. 2, MARCH 2008]	TX0007111909	2008
PUBLISHING EXECUTIVE. [Published: 2008-04-24. Issue: vol. 23, no. 3, April 2008]	TX0007089759	2008
v. 22, no. 3, May08. Created 2008; Pub. 2008-06-06; Reg. 2008-07-08	TX0007016830	2008
PUBLISHING EXECUTIVE, [Published: 2008-06-26. Issue: vol. 23, no. 5, June 2008]	TX0007048148	2008
PUBLISHING EXECUTIVE. [Published: 2008-07-30. Issue: vol. 23, no. 6, August 2008]	TX0007050269	2008
PUBLISHING EXECUTIVE, JPublished: 2008-07-30, Issue: vol. 23, no. 6, August 2008)	TX0007095187	2008
PUBLISHING EXECUTIVE. [Published: 2008-09-09. Issue: vol. 23, no. 7, SEPTEMBER 2008]	TX0007057206	2008
PUBLISHING EXECUTIVE. [Published: 2008-10-24, Issue: vol. 23, no. 8, OCTOBER 2008]	TX0007050503	2008
PUBLISHING EXECUTIVE. [Published: 2008-12-01, Issue: vol. 23, no. 9, November 2008]	TX0007054099	2008
v. 23, no. 10, Dec08. Created not given on appl.; Pub. 2008-12-22	TX0006906505	2008
PUBLISHING EXECUTIVE. [Published: 2009-03-14. Issue: vol. 24, no. 2, MARCH 2009]	TX0007088704	2009
Publishing Executive, [Published: 2009-05-26, issue: vol. 24, no. 4, MAY 2009]	TX0007091724	2009
	TX0007086898	2009
vol. 25, no. 1, JANUARY/FEBRUARY 2010. Created 2010; Pub. 2010-02-12. Reg. 2010-03-01	TX0007125999	2010
vol. 25, no. 2, MARCH/APRIL 2010. Created 2010; Pub. 2010-03-15. Reg. 2010-05-03	TX0007187958	2010
vol. 25, no. 3, MAY/JUNE 2010. Created 2010; Pub. 2010-04-13. Reg. 2010-08-23	TX0007220964	2010
vol. 25, no. 4, JULY/AUGUST 2010. Created 2010; Pub. 2010-08-17. Reg. 2010-09-22	TX0007229089	2010
vol. 25, no. 5, September/october 2010. Created 2010; Pub. 2010-10-11. Reg. 2010-10-18	TX0007249780	2010
vol. 25, no. 6, NOVEMBER/DECEMBER 2010. Created 2010; Pub. 2010-12-14. Reg. 2011-01-31	TX0007295677	2010
PUBLISHING EXECUTIVE. [Published: 2011-02-21. issue: vol. 26, no. 1, JANUARY/FEBRUARY 2011]	TX0007331740	2011
vol. 26, no. 2, March/April 2011. Created 2011; Pub. 2011-03-29. Reg. 2011-05-16	TX0007363221	2011
vol. 26, no. 3, MAY/JUNE 2011. Created 2011; Pub. 2011-06-17. Reg. 2011-07-06	TX0007389875	2011
vol. 26, no. 4, JULY/AUGUST 2011. Created 2011; Pub. 2011-08-03. Reg. 2011-08-25	TX0007419250	2011
vol. 26, no. 5, September/October 2011, Created 2011; Pub. 2011-10-14, Reg. 2011-11-18	TX0007459979	2011
PUBLISHING EXECUTIVE [Published: 2011-06-17, Issue: vol. 26, no. 3, MAY/JUNE 2011]	TX0007389875	2011

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		TX0007829334	PUBLISHING EXECUTIVE. [Published: 2014-02-13. Issue: vol. 29, no. 1, FEBRUARY 2014]
		TX0007798646	PUBLISHING EXECUTIVE. [Published: 2013-12-02. Issue: vol. 28, no. 6, DECEMBER 2013]
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1 x0007/439979		TX0007764290	PUBLISHING EXECUTIVE. [Published: 2013-08-08. Issue: vol. 28, no. 4, AUGUST 2013]
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1 X0007459979     2011       1 X0007503861     2012       1 X0007536771     2012		TX0007548484	PUBLISHING EXECUTIVE. [Published: 2012-06-11, Issue: vol. 27, no. 3, MAY/JUNE 2012]
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Publishing & production executive : for buyers of printing, prepress, paper & publishing systems for magazine, catalogs, books, agency & corporate communications.	CSN0088224	1994
Publishing & production executive : for buyers of printing, prepress, paper & publishing systems for magazine, catalogs, books, agency & corporate communications.	CSN0088224	1993 <b>67</b>
Publishing & production executive : for buyers of printing, prepress, paper & publishing systems for magazine, catalogs, books, agency & corporate communications.	CSN0088224	1992 <b>00</b>
Target marketing : communications, lists, mailing, fulfillment : reaching the largest universe of direct marketing professionals.	CSN0069281	2008 <b>K</b>
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1986	CSN0069281	Target marketing: communications, lists, mailing, fulfilment: reaching the largest universe of direct marketing professionals.
1987	CSN0069281	Target marketing : communications, lists, mailing, fulfilment : reaching the largest universe of direct marketing professionals.
Year	Copyright Reg. No. Year	
1988	CSN0069281	Target marketing : communications, lists, mailing, fulfillment : reaching the largest universe of direct marketing professionals.
1992	CSN0069281	Target marketing : communications, lists, mailing, fulfillment : reaching the largest universe of direct marketing professionals.
1993	CSN0069281	Target marketing: communications, lists, mailing, fulfillment: reaching the largest universe of direct marketing professionals.
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2011	TX0007503856	TARGET MARKETING. [Published: 2011-12-30, Issue: vol. 35, no. 1, JANUARY 2012]
2011	TX0007467669	TARGET MARKETING. [Published: 2011-10-27, Issue: vol. 34, no. 11, November 2011]
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2011	TX0007437192	TARGET MARKETING, [Published: 2011-08-29, Issue: vol. 34, no. 9, SEPTEMBER 2011]
2011	TX0007432277	TARGET MARKETING, [Published: 2011-07-29, Issue: vol. 34, no. 8, AUGUST 2011]
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2011	TX0007311944	vol. 34, no. 1, JANUARY 2011. Created 2011; Pub. 2011-01-03. Reg. 2011-02-18
2010	TX0007295674	vol. 33, no. 12, DECEMBER 2010. Created 2010; Pub. 2010-11-23. Reg. 2011-01-31
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	TX0007048816	vol. 32, no. 10, OCTOBER 2009. Created 2009; Pub. 2009-09-28. Reg. 2009-11-30
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2015	TX0008113416	TARGET MARKETING. [Published: 2015-06-04. Issue: vol. 38, no. 4, JUNE 2015]
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2014	TX0007971670	TARGET MARKETING. (Published: 2014-11-18. Issue: vol. 37, no. 9, November 2014)
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2014	TX0007926164	TARGET MARKETING. [Published: 2014-09-02. Issue; vol. 37, no. 7, SEPTEMBER 2014]
2014	TX0007909053	TARGET MARKETING. [Published: 2014-07-10. issue; vol. 37, no. 6, JULY 2014]
2014	TX0007885291	TARGET MARKETING. [Published: 2014-06-03, Issue: vol. 37, no. 5, JUNE 2014]
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2014	TX0007828703	TARGET MARKETING. [Published: 2014-03-03. Issue: vol. 37, no. 2, MARCH 2014]
2014	TX0007812656	TARGET MARKETING. [Published: 2014-01-20. Issue: vol. 37, no. 1, JANUARY 2014]
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2012	TX0007607553	TARGET MARKETING. [Published: 2012-06-28. Issue: vol. 35, no. 7, July 2012]
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2006	CSN0150766	Target marketing tipline : weekly direct marketing strategy from the editors of Target marketing magazine.
2007	CSN0150766	Target marketing tipline : weekly direct marketing strategy from the editors of Target marketing magazine.
2008	CSN0150766	Target marketing tipline: weekly direct marketing strategy from the editors of Target marketing magazine.
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