

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM611976

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|---|--|------------------------|--|
| <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>                     |
| Hollywoodlife.com, LLC  |  | 12/02/2020             | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                        |  |
| <b>Name:</b>  | Variety Media, 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: 1</b>  |  |                        |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>       |  |
| <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>Email:</b>   | jordan.lavine@flastergreenberg.com                 |                        |  |
| <b>Correspondent Name:</b>  | Jordan A. LaVine                                   |                        |  |
| <b>Address Line 1:</b>  | 100 Front Street, Suite 100                        |                        |  |
| <b>Address Line 4:</b>  | Conshohocken, PENNSYLVANIA 19428                   |                        |  |
| <b>NAME OF SUBMITTER:</b>   | Jordan LaVine                                      |                        |  |
| <b>SIGNATURE:</b>   | /jordan lavine/                                    |                        |  |
| <b>DATE SIGNED:</b>   | 12/02/2020   |                        |  |
| <b>Total Attachments: 2</b>   |  |                        |  |
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| source=YHA Trademark Assignment_Dec2020#page2.tif   |  |                        |  |

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**TRADEMARK ASSIGNMENT**

This **TRADEMARK ASSIGNMENT** ("Agreement") is made and entered into as of December 2, 2020, by and between Hollywoodlife.com, LLC, a Delaware limited liability company having an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignor") and Variety Media, LLC, a Delaware limited liability company having an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignee").

WHEREAS, Assignor owns the trademark set forth on Schedule A attached hereto and incorporated herein by this reference, including all common law trademark rights in the mark and any applications and registrations therefor throughout the world (the "Mark");

WHEREAS, Assignee desires to acquire the Mark and Assignor desires to sell, transfer, convey and assign the Mark to Assignee.

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 hereby sells, transfers, conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all right title, and interest in and to the Mark together with the goodwill associated with the Mark, including any trademark registrations thereof and applications therefor, as well as all common law rights thereto. Assignee shall have the sole right to sue and collect damages and/or profits for both past and present infringements of the Mark.

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 Mark, including all foreign trademark offices.

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

**ASSIGNOR:**

HOLLYWOODLIFE.COM, LLC

By: *Judith R. Margolin*  
Name: Judith R. Margolin  
Title: SVP, Deputy General Counsel

**ASSIGNEE**

VARIETY MEDIA, LLC

By: *Todd Greene*  
Name: Todd Greene  
Title: EVP Business Affairs

**SCHEDULE A**

**TRADEMARK**

**REGISTRATION NO.**

Young Hollywood Awards

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