

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM618700

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Confirmatory Assignment, Effective January 4, 2021		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Crowdcentric Media LLC		01/04/2021	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Adweek LLC		
<b>Street Address:</b>	261 Madison Avenue		
<b>Internal Address:</b>	8th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4661796	SOCIAL MEDIA WEEK	
<b>Registration Number:</b>	5058673	SMW	
<b>Registration Number:</b>	5177927	SMWI	
<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>	2033246155		
<b>Email:</b>	iptransfer@ssjr.com		
<b>Correspondent Name:</b>	GENE S. WINTER		
<b>Address Line 1:</b>	986 Bedford Street		
<b>Address Line 2:</b>	St. Onge Steward Johnston & Reens LLC		
<b>Address Line 4:</b>	Stamford, CONNECTICUT 06905		
<b>ATTORNEY DOCKET NUMBER:</b>	03671-T0201; 203; 204A		
<b>NAME OF SUBMITTER:</b>	Gene S. Winter		
<b>SIGNATURE:</b>	/Gene S. Winter/		
<b>DATE SIGNED:</b>	01/06/2021		
<b>Total Attachments: 5</b>			

OP \$90.00 4661796

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## CONFIRMATORY ASSIGNMENT OF INTELLECTUAL PROPERTY

This INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of January 4, 2021 (the "Effective Date"), is between Crowdcentric Media LLC, a New York Limited Liability Company having a principal place of business at 7 Flower Avenue Hastings on Hudson New York 10706 ("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, Domains 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.

WITNESS WHEREOF, the undersigned, pursuant to authority duly received, has duly executed this Assignment on the 4th day of January, 2021.

Crowdcentric Media LLC

Adweek LLC

By: [Signature]

By: \_\_\_\_\_

Name: Toby Daniels

Name: Jeffrey Litvack

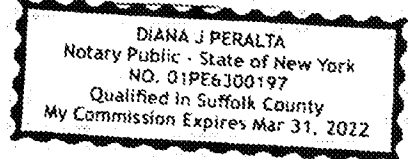
Title: CEO

Title: CEO

STATE OF New York  
COUNTY OF Suffolk

On the 4<sup>th</sup> day of January, 2021 before me, the undersigned, personally appeared Toby A. Daniels of Crowdcentric Media 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.

[Signature]  
Notary Public



STATE OF )  
                  ) ss:  
COUNTY OF )


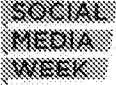
On the \_\_\_\_ day of January, 2021 before me, the undersigned, personally appeared \_\_\_\_\_ of Adweek LLC personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed 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



[Signature Page to Confirmatory IP Assignment]

**Schedule "A"**

**Registered Trademarks**

<b>Country</b>	<b>Trademark</b>	<b>Registration No./ Application No.</b>
US Federal	<u>SOCIAL MEDIA WEEK</u>	4661796
US Federal	<u>SMW</u>	5058673
US Federal	<u>SMWI</u>	5177927
US Federal	<u>CROWDCENTRIC</u>	4546529
European Union (EUTM)	SOCIAL MEDIA WEEK & Design 	<u>010115103</u>
India	SOCIAL MEDIA WEEK & Design 	<u>Appl. No. 2736174</u>
Brazil	SOCIAL MEDIA WEEK	<u>831264047</u>
Brazil	SOCIAL MEDIA WEEK	<u>831264039</u>

**Common Law (Unregistered) Trademarks**

<b>Common Law Trademarks</b>

SMW+
Leads2scale

#SMWONE
#SMWNY



## **Domains**

- SocialMediaWeek.Org
- CrowdCentric.Net
- SocialMediaWeekNY.Com
- SMWOne.Com
- Smw.news
- Smwinsider.com
- Smw.plus
- Brandleaderssummit.com
- Smw.nyc
- anchor.fm/leads2scale

## **Social Media Accounts**

- <https://www.facebook.com/socialmediaweek/>
- <https://www.instagram.com/socialmediaweek/>
- <https://www.twitter.com/socialmediaweek>
- <https://www.linkedin.com/company/social-media-week/>
- <https://www.youtube.com/user/SocialMediaWeek>
- <https://www.linkedin.com/company/crowdcentric/>
- <https://twitter.com/crowdcentric>

### BL ADDED:

- <https://www.facebook.com/smwnyc/>
- <https://www.facebook.com/SMWLA/>
- <https://www.facebook.com/socialmediaweekmilan/>
- <https://www.facebook.com/socialmediaweeklondon/>
- <https://www.facebook.com/SMWRome/>
- <https://www.facebook.com/SMWTorino/>
- <https://www.facebook.com/SMWJHB/>
- <https://www.facebook.com/smwsydney/>
- <https://www.facebook.com/SMWWDC/>
- <https://www.facebook.com/socialmediaweeksingapore/>
- <https://www.facebook.com/SocialMediaWeekSF/>
- <https://www.facebook.com/socialmediaweekvancouver/>

- <https://www.facebook.com/socialmediaweekmoscow/>
- <https://www.facebook.com/socialmediaweekseoul/>
- <https://www.facebook.com/smwdoaha/>
- [twitter.com/SMWLA](https://twitter.com/SMWLA)
- [twitter.com/SMW\\_NY](https://twitter.com/SMW_NY)
- [twitter.com/SMWNYC](https://twitter.com/SMWNYC)
- [twitter.com/SMWLDN](https://twitter.com/SMWLDN)
- [twitter.com/SMWchicago](https://twitter.com/SMWchicago)
- [twitter.com/SMWberlin](https://twitter.com/SMWberlin)
- [twitter.com/smwbarcelona](https://twitter.com/smwbarcelona)
- [twitter.com/SMWBOG](https://twitter.com/SMWBOG)
- [twitter.com/SMWBA](https://twitter.com/SMWBA)
- [twitter.com/smwdoaha](https://twitter.com/smwdoaha)
- [twitter.com/SMWglasgow](https://twitter.com/SMWglasgow)
- [twitter.com/SMWHK](https://twitter.com/SMWHK)
- [twitter.com/SMWIST](https://twitter.com/SMWIST)
- [twitter.com/smwjeddah](https://twitter.com/smwjeddah)
- [twitter.com/SMWMOS](https://twitter.com/SMWMOS)
- [twitter.com/SMWparis](https://twitter.com/SMWparis)
- [twitter.com/SMWSF](https://twitter.com/SMWSF)
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- [twitter.com/SMWTOK](https://twitter.com/SMWTOK)
- [twitter.com/smwtorino](https://twitter.com/smwtorino)
- [twitter.com/SMWVAN](https://twitter.com/SMWVAN)
- [twitter.com/SMWWDC](https://twitter.com/SMWWDC)
- [twitter.com/smwmbai](https://twitter.com/smwmbai)