

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM619247

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Country Music Television, Inc.		01/07/2021	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	VIACOM INTERNATIONAL INC.		
Street Address:	1515 Broadway		
Internal Address:	33rd Fl.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6155284	THE BUSCH FAMILY BREWED	
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:	2128467911		
Email:	kaydi.osowski@viacom.com		
Correspondent Name:	Kaydi Osowski		
Address Line 1:	1515 Broadway		
Address Line 2:	33rd Fl.		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Kaydi Osowski		
SIGNATURE:	/klo/		
DATE SIGNED:	01/08/2021		
Total Attachments: 1			
source=MTVN_BALA-#1297673-v1-2021_01_07_-_THE_BUSHCH_FAMILY_BREWED_-_TM_Assignment_(CMT_to_V			

CH \$40.00 6155284

TRADEMARK ASSIGNMENT

This Assignment is made between Country Music Television, Inc., a Tennessee corporation having an address of 1515 Broadway, New York, New York 10036 ("Assignor") and Viacom International Inc., a Delaware corporation having an address of 1515 Broadway, New York, New York 10036 ("Assignee").

WHEREAS, Assignor owns the following trademark and corresponding U.S. trademark registration therefor: THE BUSCH FAMILY BREWED (U.S. Reg. No. 6155284) (the "Mark") and desires to assign all rights, title and interest in and to the Mark, together with the goodwill and business symbolized thereby;

WHEREAS, Assignee desires to acquire all rights in and to the Mark; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's rights, title and interest in and to the Mark, whether statutory or at common law, including all registrations and applications therefor, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of January 7, 2021.

COUNTRY MUSIC TELEVISION, INC.

DocuSigned by:
By: *Kaydi Osowski*
Name: Kaydi Osowski

Authorized Signatory

VIACOM INTERNATIONAL INC.

DocuSigned by:
By: *Mallory Levitt*
Name: Mallory Levitt

Authorized Signatory