

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621115

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruz Bay Publishing, Inc.		12/29/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Active Interest Media Holdco, Inc.		
Street Address:	5710 Flatiron Parkway		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 95			
Property Type	Number	Word Mark	
Registration Number:	3018777	ACTIVE INTEREST MEDIA	
Registration Number:	3030275	ACTIVE INTEREST MEDIA	
Registration Number:	2777828	ADVENTURES OF ZIMMO	
Registration Number:	3079232	AIM ACTIVE INTEREST MEDIA	
Registration Number:	5079496	AIM ADVENTURE U	
Registration Number:	5324313	AIM FITNESS NETWORK	
Registration Number:	4947659	AIM HEALTHY U	
Registration Number:	4947658	AIM HEALTHY U	
Registration Number:	3388811	AIM	
Registration Number:	4545512	ANGLERS JOURNAL	
Registration Number:	2624028	ANTIQUE TRADER	
Registration Number:	3167091	BAHAMAS BILLFISH CHAMPIONSHIP	
Registration Number:	5124420	BAHAMAS BILLFISH CHAMPIONSHIP	
Registration Number:	4457236	BANK NOTE REPORTER	
Registration Number:	2157017	BLACK BELT	
Registration Number:	3058997	CABIN LIFE	
Registration Number:	2513470	CABIN LIFE CABIN LIVING	
Registration Number:	5024112	CATAPULT CREATIVE LABS	
Registration Number:	5058068	CATAPULT CREATIVE LABS	

OP \$2390.00 3018777

Property Type	Number	Word Mark
Registration Number:	1343194	CICF
Registration Number:	2994798	CLEM LABINE'S TRADITIONAL BUILDING
Registration Number:	2662379	COIN OF THE YEAR
Registration Number:	2410327	COIN PRICES COMPLETE GUIDE TO U.S. COINV
Registration Number:	2410326	COINS
Registration Number:	3090393	COLLECT.COM
Registration Number:	2491858	CPMX SPONSORED BY BANK NOTE REPORTER
Registration Number:	2248470	CUISINE
Registration Number:	2579858	CUISINE AT HOME
Registration Number:	3897418	CUISINE AT HOME
Registration Number:	4271209	CUISINE AT HOME
Registration Number:	3167092	DANIA BEACH MARINE FLEA MARKET
Registration Number:	5143731	DANIA MARINE FLEA MARKET
Registration Number:	4461374	DEMIZINE
Registration Number:	3100666	FAMILY TREE MAGAZINE
Registration Number:	3022592	
Registration Number:	4483860	FITFEED
Registration Number:	4344451	FOODIE AWARDS
Registration Number:	5143725	GAMEFISH GRANDE CHAMPIONSHIP
Registration Number:	2180881	GARDEN GATE
Registration Number:	4257300	GARDEN GATE
Registration Number:	2141681	GARDEN GATE THE ILLUSTRATED GUIDE TO HOM
Registration Number:	2821953	GOLDMINE
Registration Number:	2869695	HORTICULTURE
Registration Number:	2787967	KP
Registration Number:	1666700	LOG HOME LIVING
Registration Number:	2385742	LOG HOMES ILLUSTRATED
Registration Number:	1928301	MILITARY TRADER
Registration Number:	3285264	MILITARY TRADER
Registration Number:	2565044	MILITARY VEHICLES MAGAZINE
Registration Number:	3386920	NUMISMASTER
Registration Number:	3550217	NUMISMASTER.COM
Registration Number:	2190531	NUMISMATIC NEWS
Registration Number:	2522021	OLD CARS
Registration Number:	2227859	OLD-HOUSE JOURNAL
Registration Number:	2528535	PASSAGEMAKER
Registration Number:	2509205	PLANSNOW
Registration Number:	2509202	PLANSNOW

Property Type	Number	Word Mark
Registration Number:	2860386	POPULAR WOODWORKING
Registration Number:	2133647	POWER & MOTORYACHT
Registration Number:	1650102	POWER AND MOTORYACHT
Registration Number:	5040000	QUALIFIED BUYER PROGRAM
Registration Number:	0934484	SAIL
Registration Number:	0920246	SAIL
Registration Number:	4524985	SCRIPTXPERT
Registration Number:	3983180	SHAPING THE SUCCESSFUL SHOP
Registration Number:	1725569	SHOP NOTES
Registration Number:	4300424	SHOPNOTES
Registration Number:	1122364	SOUNDINGS
Registration Number:	2374291	SOUNDINGS
Registration Number:	3836801	SOUNDINGS
Registration Number:	2205867	SOUNDINGS TRADE ONLY
Registration Number:	2630091	SOUNDINGS TRADE ONLY TODAY
Registration Number:	4383094	SPORTS COLLECTORS DIGEST
Registration Number:	3037225	THE TEASER
Registration Number:	3897419	THE YEAR IN CREATIVE HOME COOKING
Registration Number:	3082472	TIMBER HOME LIVING
Registration Number:	2360961	TIMBER HOMES ILLUSTRATED
Registration Number:	3285561	TRAWLER FEST
Registration Number:	2486313	TRAWLERPORT
Registration Number:	1526826	VEGETARIAN TIMES
Registration Number:	2710688	WOODNET
Registration Number:	1465437	WOODSHOP
Registration Number:	4069020	WOODSHOP NEWS
Registration Number:	2209123	WOODSHOP NEWS
Registration Number:	1502843	WOODSMITH
Registration Number:	1179071	WOODSMITH
Registration Number:	1396193	WOODSMITH
Registration Number:	4300425	WOODSMITH
Registration Number:	2171810	WOODSMITH COLLECTION
Registration Number:	3399161	WOODSMITH SHOP
Registration Number:	2614120	WORKBENCH
Registration Number:	0892058	WRITER'S DIGEST
Registration Number:	2665697	WRITERS STORE
Registration Number:	1229696	WRITER'S YEARBOOK
Registration Number:	3668460	YACHTS INTERNATIONAL

CORRESPONDENCE DATA**Fax Number:** 8446706009

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.

Email: khoover@dickinsonwright.com**Correspondent Name:** Alison D. Frey**Address Line 1:** 1825 Eye Street NW**Address Line 2:** Suite 900**Address Line 4:** Washington, D.C. 20006

NAME OF SUBMITTER:	Alison D. Frey, Esq.
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SIGNATURE:	/Alison D. Frey/
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DATE SIGNED:	01/19/2021
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Total Attachments: 8

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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (this "Agreement") is entered into effective as of the date of the last signature below (the "Effective Date"), by and between Cruz Bay Publishing, Inc., a Delaware corporation ("Assignor"), and Active Interest Media Holdco, Inc., a Delaware corporation ("Assignee" and together with Assignor, the "Parties").

RECITALS

WHEREAS, Assignor and Assignee are both wholly owned subsidiaries of Active Interest Media, Inc. ("AIM");

WHEREAS, AIM operates, often through subsidiaries, various businesses which can be divided into equine-related businesses and non-equine businesses, and owns intellectual property pertaining to both;

WHEREAS, AIM is interested in divesting itself of its equine-related business and related intellectual property and plans to do so through a sale of the securities of Assignor;

WHEREAS, AIM and Assignor have many equine publications and businesses ("Equine Business") and Assignor owns Intellectual Property relating to same ("Equine Intellectual Property"), including trademarks ("Equine Marks") and;

WHEREAS, AIM and Assignor have many non-equine publications and businesses ("Non-equine Business") and Assignor owns Intellectual Property relating to same ("Non-Equine Intellectual Property"), including trademarks ("Non-Equine Marks") and AIM plans to retain these;

WHEREAS, upon and with the formation of Assignee, the intent of the Parties was that the Assignee would serve as the holding company for the Non-Equine Business assets, including the Non-Equine Marks and other Non-Equine Intellectual Property, for purposes of facilitating the sale of the Equine Business;

WHEREAS, Assignor now wishes to transfer and assign to Assignee all right, title, and interest it may have in and to the Non-Equine Marks and other Non-Equine Intellectual Property, so that Assignor no longer owns any trademarks or intellectual property pertaining to the Non-Equine Business;

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignment of Intellectual Property. Assignor hereby transfers, conveys and assigns to Assignee and Assignee hereby takes assignment of and title to, any and all right, title and interest Assignor may have in and to the Non-Equine Intellectual Property, including but not limited to, the specific trademarks listed in Schedule A, copyrights listed in Schedule B, and domain name registrations listed in Schedule C. For purposes of this Agreement, “Intellectual Property” means patents, designs, trade secrets, copyrights, trademarks, goodwill associated with trademarks, trade dress, domain name registrations, social media handles, databases, know-how and all other intellectual property, in each case whether registered or unregistered and including applications for the grant of any of the foregoing and all rights or forms of protection having equivalent or similar effect to any of the foregoing which may subsist anywhere in the world in that intangible property exemplified by the foregoing list but not limited thereto. “Non-Equine Intellectual Property” means any and all Intellectual Property integral to the Non-Equine Businesses owned in whole or in part by Assignor.
2. Assignment of Causes of Action. Assignor hereby transfers and assigns to Assignee all of Assignor’s causes of action relating to the Non-Equine Intellectual Property or the infringement thereof (including without limitation all claims for damages, profits, and costs or other remedies at law or in equity), whether such claims or causes of action were filed, arose, or accrued before or after the assignment of the Non-Equine Intellectual Property.
3. Further Assurances. From time to time, Assignor and Assignee shall execute, acknowledge and deliver all such further conveyances, notices, assumptions and releases and such other instruments, and shall take such further actions, as may be reasonably necessary or requested to fully convey to Assignee all of the properties, rights, titles, interests, powers and privileges in the Non-Equine Intellectual Property to be conveyed to Assignee under this Agreement and to secure the rights assigned hereby and to obtain and/or transfer trademark or service mark registrations (and applications therefor), and similar governmental grants confirming or enhancing said rights; and to otherwise make effective as reasonably promptly as practicable the transactions contemplated hereby. Assignor agrees to provide the appropriate authorizations to, and to execute the appropriate forms for, the applicable registration, or to Assignee if appropriate, and will use its reasonable efforts to comply promptly, at Assignee’s expense, with all other remaining steps necessary to transfer to Assignee all domain names held by Assignor or by third parties on Assignor’s behalf.
4. Effectiveness. This Agreement shall be effective as of the Effective Date.
5. Governing Law; Binding Effect. This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware applicable to contracts made and

IN WITNESS WHEREOF, the Assignee and Assignor have executed this Agreement as of the Effective Date.

ASSIGNOR

EQUINE NETWORK, LLC F/K/A CRUZ BAY PUBLISHING, INC.

By: Brian Sellstrom

Name: Brian Sellstrom

Title: Executive Vice President

Date: December 29, 2020

ASSIGNEE

ACTIVE INTEREST MEDIA HOLDCO, INC.

By: Brian Sellstrom

Name: Brian Sellstrom

Title: Executive Vice President

Date: December 29, 2020

[IP Assignment – CBP to Holdco]

Schedule A

Non-Equine Trademarks

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
ACTIVE INTEREST MEDIA	United States	78/976249	05-Dec-2003	3018777	22-Nov-2005
ACTIVE INTEREST MEDIA	United States	78/337305	05-Dec-2003	3030275	13-Dec-2005
ADVENTURES OF ZIMMO & Design	United States	78/074324	17-Jul-2001	2777828	28-Oct-2003
AIM ACTIVE INTEREST MEDIA LOGO	United States	78/586933	14-Mar-2005	3079232	11-Apr-2006
AIM ADVENTURE U	United States	86/804880	30-Oct-2015	5079496	08-Nov-2016
AIM FITNESS NETWORK	United States	86/708277	29-Jul-2015	5324313	31-Oct-2017
AIM HEALTHY U	United States	86/548233	27-Feb-2015	4947659	26-Apr-2016
AIM HEALTHY U & Design	United States	86/548225	27-Feb-2015	4947658	26-Apr-2016
AIM LOGO	United States	78/586917	14-Mar-2005	3388811	26-Feb-2008
ANGLERS JOURNAL	United States	86/160282	08-Jan-2014	4545512	03-Jun-2014
ANTIQUUE TRADER	United States	76/241292	16-Apr-2001	2624028	24-Sep-2002
BAHAMAS BILLFISH CHAMPIONSHIP	United States	76/597634	16-Jun-2004	3167091	07-Nov-2006
BAHAMAS BILLFISH CHAMPIONSHIP	United States	87/130509	8-Aug-2016	5124420	17-Jan-2017
BANK NOTE REPORTER	United States	85/223604	21-Jan-2011	4457236	31-Dec-2013
BLACK BELT	United States	75/325883	17-Jul-1997	2157017	12-May-1998
CABIN LIFE	United States	78/573011	23-Feb-2005	3058997	14-Feb-2006
CABIN LIFE CABIN LIVING	United States	76/045159	10-May-2000	2513470	27-Nov-2001
CATAPULT CREATIVE LABS	United States	86/780640	07-Oct-2015	5024112	16-Aug-2016
CATAPULT CREATIVE LABS Logo	United States	86/888301	27-Jan-2016	5058068	11-Oct-2016
CICF & Design	United States	73/469092	07-Mar-1984	1343194	18-Jun-1985
CLEM LABINE'S TRADITIONAL BUILDING	United States	78/430851	07-Jun-2004	2994798	13-Sep-2005
COIN OF THE YEAR	United States	76/308481	04-Sep-2001	2662379	17-Dec-2002

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
COIN OF THE YEAR	Int'l Registration	A0074220	12-Mar-2018	1439582	12-Mar-2018
COIN PRICES COMPLETE GUIDE TO U.S. COINVALUES	United States	75/770757	9-Aug-1999	2410327	5-Dec-2000
COINS (Stylized)	United States	75/770756	09-Aug-1999	2410326	05-Dec-2000
COLLECT.COM	United States	78/647156	09-Jun-2005	3090393	09-May- 2006
COLLECT.COM	Canada	1280023	18-Nov-2005	TMA7630 63	31-Mar-2010
CPMX BANK NOTE REPORTER & Design	United States	75/770754	09-Aug-1999	2491858	25-Sep-2001
CUISINE	United States	75/123586	21-Jun-1996	2248470	01-Jun-1999
CUISINE AT HOME	United States	76/042258	05-May- 2000	2579858	11-Jun-2002
CUISINE AT HOME	United States	85/041159	18-May- 2010	3897418	28-Dec-2010
CUISINE AT HOME	United States	85/605525	23-Apr-2012	4271209	08-Jan-2013
DANIA BEACH	United States	76/597637	16-Jun-2004	3167092	07-Nov-2006
MARINE FLEA MARKET					
DANIA MARINE FLEA MARKET Design	United States	87/164996	08-Sep-2016	5143731	14-Feb-2017
DEMIZINE	United States	85/875040	13-Mar-2013	4461374	07-Jan-2014
FAMILY TREE MAGAZINE	United States	78/655811	22-Jun-2005	3100666	06-Jun-2006
FISHERMAN DESIGN	United States	76/596871	10-Jun-2004	3022592	06-Dec-2005
FITFEED	United States	85/879058	18-Mar-2013	4483860	18-Feb-2014
FOODIE AWARDS	United States	85/676139	13-Jul-2012	4344451	28-May- 2013
FOODIE AWARDS	Canada	1586076	13-Jul-2012	TMA8550 72	12-Jul-2013
GAMEFISH GRANDE CHAMPIONSHIP	United States	87/158492	01-Sep-2016	5143725	14-Feb-2017
GARDEN GATE	United States	74/517519	26-Apr-1994	2180881	11-Aug-1998
GARDEN GATE	Canada	1178025	23-May- 2003	TMA6233 19	22-Oct-2004
GARDEN GATE	United States	85/606070	24-Apr-2012	4257300	11-Dec-2012
GARDEN GATE THE ILLUSTRATED GUIDE TO HOME	United States	74/648320	17-Mar-1995	2141681	10-Mar-1998

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
GARDENING AND DESIGN					
GOLDMINE	United States	76/107881	11-Aug-2000	2821953	16-Mar-2004
HORTICULTURE	United States	78/285806	11-Aug-2003	2869695	03-Aug-2004
KP	United States	76/268667	08-Jun-2001	2787967	02-Dec-2003
LOG HOME LIVING	United States	74/110742	30-Oct-1990	1666700	03-Dec-1991
LOG HOME LIVING	Canada	1177144	02-May-2003	TMA646818	29-Aug-2005
LOG HOMES ILLUSTRATED	United States	75/846348	11-Nov-1999	2385742	12-Sep-2000
MILITARY TRADER	United States	74/599786	17-Nov-1994	1928301	17-Oct-1995
MILITARY TRADER	United States	77/056099	04-Dec-2006	3285264	28-Aug-2007
MILITARY VEHICLES MAGAZINE	United States	76/074224	20-Jun-2000	2565044	30-Apr-2002
NUMISMASTER	United States	78/943980	03-Aug-2006	3386920	19-Feb-2008
NUMISMASTER.COM & Design	United States	77/976263	10-Aug-2007	3550217	23-Dec-2008
NUMISMATIC NEWS	United States	75/271323	08-Apr-1997	2190531	22-Sep-1998
OLD CARS	United States	76/068717	09-Jun-2000	2522021	25-Dec-2001
OLD-HOUSE JOURNAL	United States	75/389423	13-Nov-1997	2227859	02-Mar-1999
PASSAGEMAKER	United States	76/009735	27-Mar-2000	2528535	08-Jan-2002
PLANSNOW	United States	76/043297	5-May-2000	2509205	20-Nov-2001
PLANSNOW	United States	76/042259	5-May-2000	2509202	20-Nov-2001
POPULAR WOODWORKING	United States	78/285816	11-Aug-2003	2860386	06-Jul-2004
POWER & MOTORYACHT	United States	74/666800	28-Apr-1995	2133647	03-Feb-1998
POWER AND MOTORYACHT	United States	73/752793	20-Sep-1988	1650102	09-Jul-1991
QUALIFIED BUYER PROGRAM (STYLIZED)	United States	86/885369	25-Jan-2016	5040000	13-Sep-2016
REPS! REPS	United Kingdom		13-Sep-2007	2466830	21-Mar-2008
SAIL	United States	72/367778	12-Aug-1970	934484	23-May-1972
SAIL	United States	72/372083	30-Sep-1970	920246	14-Sep-1971
SCRIPTXPRT	United States	86/043492	21-Aug-2013	4524985	06-May-2014

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
SHAPING THE SUCCESSFUL SHOP	United States	77/852550	20-Oct-2009	3983180	28-Jun-2011
SHOP NOTES	United States	74/186743	19-Jul-1991	1725569	20-Oct-1992
SHOPNOTES	United States	85/606085	24-Apr-2012	4300424	12-Mar-2013
SOUNDINGS	United States	73/180667	02-Aug-1978	1122364	17-Jul-1979
SOUNDINGS	United States	75/510756	30-Jun-1998	2374291	08-Aug-2000
SOUNDINGS	United States	77/784513	20-Jul-2009	3836801	24-Aug-2010
SOUNDINGS TRADE ONLY	United States	75/421408	22-Jan-1998	2205867	24-Nov-1998
SOUNDINGS TRADE ONLY TODAY	United States	76/111531	17-Aug-2000	2630091	08-Oct-2002
SPORTS COLLECTORS DIGEST	United States	85/774371	08-Nov-2012	4383094	13-Aug-2013
THE TEASER	United States	76/588561	26-Apr-2004	3037225	03-Jan-2006
THE YEAR IN CREATIVE HOME COOKING	United States	85/041185	18-May-2010	3897419	28-Dec-2010
TIMBER HOME LIVING	United States	78/617879	27-Apr-2005	3082472	18-Apr-2006
TIMBER HOME LIVING	Canada	1294132	17-Mar-2006	TMA7041 10	08-Jan-2008
TIMBER HOMES ILLUSTRATED	United States	75/847375	12-Nov-1999	2360961	20-Jun-2000
TRAWLER FEST	United States	78/646940	09-Jun-2005	3285561	28-Aug-2007
TRAWLERPORT	United States	76/009736	27-Mar-2000	2486313	04-Sep-2001
VEGETARIAN TIMES	United States	73/710473	10-Feb-1988	1526826	28-Feb-1989
WOODNET	United States	76/295294	03-Aug-2001	2710688	29-Apr-2003
WOODSHOP	United States	73/655816	17-Apr-1987	1465437	17-Nov-1987
WOODSHOP NEWS	United States	77/875529	18-Nov-2009	4069020	13-Dec-2011
WOODSHOP NEWS & Design	United States	75/415281	08-Jan-1998	2209123	08-Dec-1998
WOODSMITH	United States	73/693355	02-Nov-1987	1502843	06-Sep-1988
WOODSMITH	United States	73/229606	30-Aug-1979	1179071	24-Nov-1981
WOODSMITH	United States	73/553896	16-Aug-1985	1396193	03-Jun-1986
WOODSMITH	United States	85/606089	24-Apr-2012	4300425	12-Mar-2013
WOODSMITH COLLECTION	United States	75/176432	03-Oct-1996	2171810	07-Jul-1998
WOODSMITH SHOP	United States	77/090281	24-Jan-2007	3399161	18-Mar-2008
WORKBENCH	United States	76/124116	07-Sep-2000	2614120	03-Sep-2002
WRITER'S DIGEST	United States	72/297052	01-May- 1968	892058	02-Jun-1970

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
WRITER'S DIGEST	Canada	0312733	26-Apr-1968	TMA1735 38	31-Dec-1970
WRITER'S DIGEST	Australia	218759	26-Apr-1968	218759	02-Nov-1988
WRITERS STORE	Canada	1126562	21-Dec-2001	TMA6265 82	24-Nov-2004
WRITER'S STORE	United States	76/276532	25-Jun-2001	2665697	24-Dec-2002
WRITER'S STORE	United Kingdom	UK0000228 8745	21-Dec-2001	UK00002 288745	02-Aug-2002
WRITER'S YEARBOOK	United States	73/351044	19-Feb-1982	1229696	08-Mar-1983
YACHTS	United States	77/522361	15-Jul-2008	3668460	18-Aug-2009
INTERNATIONAL YONDER	European Union (Community)	012535472	27-Jan-2014	01253547 2	20-Jun-2014