

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM622891

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICD Publications, Inc.		12/23/2020	Corporation:
RECEIVING PARTY DATA			
Name:	Hospitality Publishing Company LLC		
Street Address:	555 Madison Ave., #29		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4907795	HB ROUNDTABLE SERIES	
Serial Number:	88369583	HOT TOPICS	
Serial Number:	88369594	HOTOPICS	
Serial Number:	88369601	HOTOPICS PRESENTED BY HOTEL BUSINESS	
Registration Number:	1744097	HOTEL BUSINESS	
Registration Number:	1778525	HOTELBUSINESS	
Registration Number:	3922366	HOTEL BUSINESS DESIGN	
Registration Number:	3916384	HOTEL BUSINESS DESIGN THE BUSINESS OF HO	
Registration Number:	5425921	INNOVATIVE VISION FOR TODAY'S HOTEL INSP	
Registration Number:	5415456	INSPIREDESIGN	
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:	2128354858		
Email:	ipdocketing@haynesboone.com, erin.hennessy@haynesboone.com, annie.allison@haynesboone.com		
Correspondent Name:	Erin S. Hennessy		
Address Line 1:	30 Rockefeller Plaza, 26th Floor		
Address Line 4:	New York, NEW YORK 10112		

OP \$265.00 4907795

NAME OF SUBMITTER:	S. Annie Allison
SIGNATURE:	/S. Annie Allison/
DATE SIGNED:	01/28/2021
Total Attachments: 9 source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page1.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page2.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page3.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page4.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page5.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page6.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page7.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page8.tif source=Hospitality Publishing - Assignment of Trademarks (Fully Executed)#page9.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT (this "Assignment"), dated as of December 23, 2020, is made by ICD Publications, Inc., an Illinois corporation ("Assignor"), in favor of Hospitality Publishing Company LLC, a Delaware limited liability company ("Assignee"), the purchaser of certain assets of Assignor pursuant to the Asset Purchase Agreement between the parties dated as of December 23, 2020 (the "Asset Purchase Agreement"). All capitalized terms not otherwise defined herein shall have the meaning ascribed to them in the Asset Purchase Agreement.

WHEREAS, under the terms of the Asset Purchase Agreement, Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the common law trademarks, trademark registrations, and trademark applications set forth on Schedule A hereto and all issuances, extensions, and renewals thereof (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule A hereto, the transfer of such applications accompanies, pursuant to the Asset Purchase Agreement, the transfer of Assignor's business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed electronically and in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.


6. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

ASSIGNOR:

ICD PUBLICATIONS, INC.

By: 
Name: David Palcek
Title: President

The foregoing Assignment is accepted as of the date first above written.

ASSIGNEE:

HOSPITALITY PUBLISHING
COMPANY LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

ASSIGNOR:

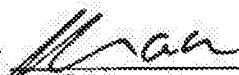
ICD PUBLICATIONS, INC.

By: _____
Name:
Title:




The foregoing Assignment is accepted as of the date first above written.

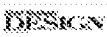
ASSIGNEE:

HOSPITALITY PUBLISHING
COMPANY LLC

By: 
Name: Peter RAPPAPORT
Title: MANAGING MEMBER

**SCHEDULE A
ASSIGNED MARKS**

Mark	Status/Key Dates	Next Deadline	Goods/Services
<u>HB ROUNDTABLE SERIES and Design</u>  RN: 4907795 SN: 86661978 Disclaimer: "ROUNDTABLE SERIES"	Registered, March 1, 2016 Int'l Class: 35 First Use: April 16, 2015 Filed: June 14, 2015 Registered: March 1, 2016	Section 8 & 15: March 1, 2022	(Int'l Class: 35) providing an in-person business forum for executives in the field of hotel, resort, restaurant, real estate and hospitality industries
<u>HOT TOPICS</u> SN: 88369583	Allowed - Intent to Use 1st Extension of Time Granted, June 17, 2020 Filed: April 3, 2019	SOU filed Dec. 15, 2020	(Int'l Class: 41) Educational services, namely, conducting education events for hospitality and hotel professionals
<u>HOTOPICS (Stylized)</u>  SN: 88369594	Allowed - Intent to Use 1st Extension of Time Granted, June 17, 2020 Filed: April 3, 2019	SOU filed Dec. 15, 2020	(Int'l Class: 41) Educational services, namely, conducting education events for hospitality and hotel professionals
<u>HOTOPICS PRESENTED BY HOTEL BUSINESS (Stylized)</u>  SN: 88369601 Disclaimer: "PRESENTED BY HOTEL BUSINESS"	Pending - Publication Review Complete, December 3, 2020 Filed: April 3, 2019	Publication: Jan. 5, 2021	(Int'l Class: 41) Educational services, namely, conducting education events for hospitality and hotel professionals

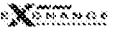

Mark	Status/Key Dates	Next Deadline	Goods/Services
<u>HOTEL BUSINESS</u> RN: 1744097 SN: 74242730	Renewed Supplemental Register, December 29, 2012 Int'l Class: 16 First Use: May 13, 1992 Filed: February 3, 1992 Registered: December 29, 1992 Last Renewal: December 29, 2012	Section 8 & 9: Dec. 29, 2022	(Int'l Class: 16) trade newspapers and magazines for the hotel, resort and restaurant industries
<u>HOTEL BUSINESS</u> RN: 1778525 SN: 74281189	Renewed Supplemental Register, June 22, 2013 Int'l Class: 16 First Use: May 13, 1992 Filed: June 1, 1992 Registered: June 22, 1993 Last Renewal: June 22, 2013	Section 8 & 9: June 22, 2023	(Int'l Class: 16) trade newspapers and magazines for the hotel, resort and restaurant industries
<u>HOTEL BUSINESS DESIGN</u> RN: 3922366 SN: 85009755 Disclaimer: "DESIGN"	Registered Principal Register - Sec. 2(F) 8 & 15, February 3, 2017 Int'l Class: 16 First Use: May 12, 2010 Filed: April 8, 2010 Registered: February 22, 2011	Section 8 & 9: February 22, 2021	(Int'l Class: 16) section of a trade newspaper for hotel, resort and restaurant personnel and hospitality executives; and, publications, namely, magazines and newsletters featuring information pertaining to the hospitality industry
<u>HOTEL BUSINESS DESIGN THE BUSINESS OF HOSPITALITY STYLE (Stylized)</u>  RN: 3916384 SN: 85009292 Disclaimer: "DESIGN"	Registered Principal Register - Sec. 2(F) 8 & 15, October 24, 2016 Int'l Class: 16 First Use: May 12, 2010 Filed: April 8, 2010 Registered: February 8, 2011	Section 8 & 9: February 8, 2021	(Int'l Class: 16) section of a trade newspaper for hotel, resort and restaurant personnel and hospitality executives; and, publications, namely, magazines and newsletters featuring information pertaining to the hospitality industry

Mark	Status/Key Dates	Next Deadline	Goods/Services
<u>INNOVATIVE VISION FOR TODAY'S HOTEL INSPIREDESIGN</u> RN: 5425921 SN: 87217772	Registered, March 20, 2018 Int'l Class: 16 First Use: March 28, 2017 Filed: October 27, 2016 Registered: March 20, 2018	Section 8 & 15: March 20, 2024	(Int'l Class: 16) publications in the field of hospitality, namely, section of a trade newspaper for hotel, resort and restaurant personnel and hospitality executives; and, publications, namely, magazines and newsletters featuring information pertaining to the hospitality industry
<u>INSPIREDESIGN</u> RN: 5415456 SN: 87217645	Registered, March 6, 2018 Int'l Class: 16 First Use: March 28, 2017 Filed: October 27, 2016 Registered: March 6, 2018	Section 8 & 15: March 6, 2024	(Int'l Class: 16) publications in the field of hospitality, namely, section of a trade newspaper for hotel, resort and restaurant personnel and hospitality executives; and, publications, namely, magazines and newsletters featuring information pertaining to the hospitality industry

Common Law Trademarks:

Common Law Mark	Goods/Services
GREEN BOOK	annual comprehensive hotel industry almanac
HB TOGO	readable, responsive digital edition of magazine
OFF THE CUFF	Video Series
HOT OFF THE PRESS	Video Series
WE'VE GOT YOUR NUMBER	Video Series
HOTEL JOURNAL	printed materials, namely, periodically published magazine concerning the fields of hotel and resort properties and lodgings

HOTEL BUSINESS and Design Hotel Business	downloadable electronic publications in the nature of trade newspapers and magazines in the fields of hotel, resort, hospitality and restaurant industries; printed materials, namely, periodically published magazine in the fields of hotel, resort, hospitality and restaurant industries
HOTEL JOURNAL (Stylized) Hotel Journal	downloadable electronic publications in the nature of magazines and journals in the fields of hotel and resort properties and lodgings; printed materials, namely, periodically published magazine concerning the fields of hotel and resort properties and lodgings
HOTEL BUSINESS MOBILE	providing a web site featuring industry business information for the hotel, resort, hospitality and restaurant industries via global computer and wireless networks; providing news, library search and industry events in the fields of hotel, resort, hospitality and restaurant industries via a global computer network and via wireless networks
HOTEL INTERACTIVE	downloadable electronic publications in the nature of guides, catalogs and magazines in the field of travel, namely information regarding hotels, motels, airlines, railroads, airports, currency, shopping, banking, sporting events, cultural events, maps, and medical assistance for travelers; printed publications, namely guides, catalogs and magazines featuring information regarding hotels, motels, airlines, railroads, airports, currency, shopping, banking, sporting events, cultural events, maps, and medical assistance for travelers
HOTEL BUSINESS GREEN DEBATE	downloadable electronic publications in the nature of trade newspapers and magazines in the fields of environmental sustainability and hotel, resort, hospitality and restaurant industries; in international; printed materials, namely, periodically published magazine in the fields of environmental sustainability and hotel, resort, hospitality and restaurant industries
HOTEL JOURNAL EXCHANGE	providing realtime on-line marketing and business and advertising information in the hotel real estate transaction marketplace to facilitate buyer/seller interaction; providing real-time on-line real estate information in the hotel real estate transaction marketplace to facilitate buyer/seller interaction

<p>HOTEL JOURNAL EXCHANGE THE REAL-TIME INFORMATION MARKETPLACE FOR DEALMAKERS and Design</p> 	<p>providing realtime on-line marketing and business and advertising information in the hotel real estate transaction marketplace to facilitate buyer/seller interaction; providing real-time on-line real estate information in the hotel real estate transaction marketplace to facilitate buyer/seller interaction</p>
<p>HB DESIGN ROUNDTABLE SERIES and Design</p> 	<p>providing an in-person business forum for executives in the field of hotel, restaurant, real estate and hospitality industries</p>
<p>INSPIRE DESIGN</p>	<p>trade newspaper in the field of housewares for housewares executives</p>
<p>INSPIRE DESIGN INNOVATIVE VISION FOR TODAY'S HOME</p>	<p>trade newspaper in the field of housewares for housewares executives</p>
<p>INSPIREDESIGN</p>	<p>trade newspaper in the field of housewares for housewares executives</p>
<p>INSPIREDESIGN INNOVATIVE VISION FOR TODAY'S HOME</p>	<p>trade newspaper in the field of housewares for housewares executives</p>