

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM625544

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Informa Media, Inc. | | 02/09/2021 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Endeavor Business Media LLC | | |
| Street Address: | 331 54th Avenue North | | |
| City: | Nashville | | |
| State/Country: | TENNESSEE | | |
| Postal Code: | 37209 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3985512 | MH&L | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6154690451 | | |
| <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: | 6154690451 | | |
| Email: | kevin@trust-tree.com | | |
| Correspondent Name: | Kevin P. Hartley | | |
| Address Line 1: | 798 Berry Road, #41400 | | |
| Address Line 4: | Nashville, TENNESSEE 37204 | | |
| NAME OF SUBMITTER: | Kevin P. Hartley | | |
| SIGNATURE: | /Kevin P. Hartley// | | |
| DATE SIGNED: | 02/09/2021 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 3985512

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK is made effective as of February 9, 2021, by Informa Media, Inc., a Delaware corporation ("Assignor"), to Endeavor Business Media LLC, a Delaware limited liability company ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of the United States trademark registration, MH&L, Registration Number 3,985,512 (the "Trademark"); and

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of the Trademark.


NOW, THEREFORE, for value received, Assignor, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, the entire right, title and interest of Assignor in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademark shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Trademark as of the date first above written.

ASSIGNOR:

INFORMA MEDIA, INC.

By:  _____

Name: Brian Vasandani

Title: Vice President & Assistant General Counsel