

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM634684

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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 |
| Weather Group Television, LLC | | 12/17/2020 | Limited Liability Company: GEORGIA |
| RECEIVING PARTY DATA | | | |
| Name: | Entertainment Content, Inc. | | |
| Street Address: | 1925 Century Park East, 10th Floor | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90067 | | |
| Entity Type: | Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4122092 | THIS | |
| Registration Number: | 4408927 | THIS TV | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3102822200 | | |
| <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: | 310-282-2000 | | |
| Email: | trademarks@loeb.com | | |
| Correspondent Name: | David W. Grace | | |
| Address Line 1: | Loeb & Loeb LLP | | |
| Address Line 2: | 10100 Santa Monica Blvd., Suite 2200 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90067 | | |
| NAME OF SUBMITTER: | Aleson Clarke | | |
| SIGNATURE: | /Aleson Clarke/ | | |
| DATE SIGNED: | 03/26/2021 | | |
| Total Attachments: 1 | | | |
| source=FE - Assignment from WGT to Entertainment Content#page1.tif | | | |

OP \$65.00 4122092

SERVICE MARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Weather Group Television, LLC (“Assignor”), a Georgia limited liability company, hereby sells, assigns, and transfers to Entertainment Content, Inc. (“Assignee”), a California corporation, having a place of business at 1925 Century Park East, 10th Floor, Los Angeles, California 90067 (“Assignee”), absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the service marks THIS and THIS TV (the “Marks”), together with the goodwill of the business symbolized by the Marks, all corresponding registrations and applications to register the marks, including U.S. Registration Nos. 4122092 and 4408927, all related domain names including ThisTV.com and social media accounts, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 17 day of December 2020.

Weather Group Television, LLC

By:  _____

Name: Jeffrey Mayes _____

Title: SVP, Asst. General Counsel / Co-Secretary