

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM643112

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Deseret Digital Media, Inc.		04/28/2021	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	BN Media, LLC		
Street Address:	1209 Orange Street		
Internal Address:	The Corporation Trust Company, Corporation Trust Center		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4028932	FAMILYSHARE	
Registration Number:	3997867	HEALTHSOCIAL	
Registration Number:	3997864	CANCERSOCIAL	
Registration Number:	3997865	FITSOCIAL	
Registration Number:	3997873	RECOVERYSOCIAL	
Registration Number:	3997874	WEIGHTSOCIAL	
Registration Number:	4026159	LOVESOCIAL	
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:	8013283600		
Email:	kmip@kmclaw.com		
Correspondent Name:	David B. Tingey		
Address Line 1:	36 S. State Street, Suite 1900		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	17965.13		
NAME OF SUBMITTER:	David B. Tingey		

OP \$190.00 4028932

SIGNATURE:	/David B. Tingey/
DATE SIGNED:	04/29/2021
Total Attachments: 3 source=DDM Assignment of Trademarks 4-2021#page1.tif source=DDM Assignment of Trademarks 4-2021#page2.tif source=DDM Assignment of Trademarks 4-2021#page3.tif	

ASSIGNMENT

WHEREAS, Deseret Digital Media, Inc. (hereinafter referred to as the "Assignor"), a corporation of the state of Utah having a principal business office at 55 North 300 West, Suite 800, Salt Lake City, Utah 84101 is the owner of the entire right, title, and interest in and to the following trademarks:

- "FAMILYSHARE", which was registered in the United States Patent and Trademark Office as Registration No. 4,028,932 on September 20, 2011;
- "FAMILYSHARE", which was registered in the Australian Intellectual Property Office as Registration No. 1422298 on May 6, 2011;
- "HEALTHSOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 3,997,867 on July 19, 2011;
- "CANCERSOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 3,997,864 on July 19, 2011;
- "FITSOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 3,997,865 on July 19, 2011;
- "RECOVERYSOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 3,997,873 on July 19, 2011;
- "WEIGHTSOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 3,997,874 on July 19, 2011; and
- "LOVESOCIAL", which was registered in the United States Patent and Trademark Office as Registration No. 4,026,159 on September 13, 2011 (hereinafter collectively referred to as the "Marks").

WHEREAS, BN Media, LLC (hereinafter referred to as "Assignee"), a limited liability company of the state of Delaware, having a principal place of business at The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801, is desirous of obtaining the entire right, title, and interest, and all accrued rights, in and to the Marks, together with the goodwill of the business symbolized by and associated with the Marks;


NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which are hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title, and interest, and all accrued rights, in and to the Marks, together with the goodwill of the business symbolized by and associated with the Marks.

The Assignor hereby authorizes and requests the United States Commissioner for Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue the certificate of registration of the marks to the Assignee as the owner of the entire interest, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon the Assignor's heirs, successors, assigns and legal representatives.

IN WITNESS WHEREOF, the Assignor has caused the hand of its duly authorized representative to be subscribed hereto.

DESERET DIGITAL MEDIA, INC.


Name: J. Davis Pearce
Title: SECRETARY
Date: 4-28-2021

STATE OF Utah)
 : ss.
COUNTY OF Salt Lake)

On this 28 day of April, 2021, before me Kathy P. Grange, a notary public, personally appeared J. David Pearce, proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged he executed the same.

Witness my hand and official seal.

Kathy P. Grange
Notary Public

[seal]

