

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM656159

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gannett River States Publishing Corporation		06/24/2021	Corporation: ARKANSAS
RECEIVING PARTY DATA			
Name:	Magnolia Business Ventures LLC		
Street Address:	6400 Imperial Drive		
City:	Waco		
State/Country:	TEXAS		
Postal Code:	76712		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4862338	MAGNOLIA MAGAZINE	
Registration Number:	4938130	MAGNOLIA MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	6785534779		
<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:	678-553-4778		
Email:	feldmanjoel@gtlaw.com		
Correspondent Name:	Joel R. Feldman		
Address Line 1:	3333 Piedmont Rd. NE, Suite 2500		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	175601010700		
NAME OF SUBMITTER:	Joel R. Feldman		
SIGNATURE:	/jrf/		
DATE SIGNED:	06/25/2021		
Total Attachments: 1			
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EXHIBIT B

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "*Agreement*") is made by Gannett River States Publishing Corporation, a corporation organized under the laws of Arkansas, having a principal office address of 7950 Jones Branch Drive, McLean, Virginia 22107 (the "*Assignor*"), to and in favor of Magnolia Business Ventures LLC, a Texas limited liability company having a principal office address of 6400 Imperial Drive, Waco, Texas 76712 (the "*Assignee*") for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged by the parties.

WHEREAS, Assignor owns the mark MAGNOLIA MAGAZINE and the corresponding U.S. Trademark Registration Nos. 4,862,338 and 4,938,130 (collectively, the "*Marks*"); and


WHEREAS, Assignor desires to assign, and Assignee desires to accept and acquire, all right, title, and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks have been used and which is symbolized by the Marks.

Assignment. Assignor does hereby assign unto Assignee, with full title guarantee and free from all encumbrances and third party rights to the best of Assignor's knowledge, all right, title and interest throughout the world in and to the Marks, together with the goodwill of the business in connection with which the Marks has been used and which is symbolized by the Marks, and any and all common law rights thereto, the right to apply for the registration thereof, the right to bring, make, oppose, defend and appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership of the Marks whether occurring before, on or after the date of this Trademark Assignment.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed, effective as of June 24, 2021.

ASSIGNOR:

Gannett River States Publishing Corporation

By: 

Name: Mark Maring

Title: Sr. V.P. of Finance & Treasurer

ASSIGNEE:

Magnolia Business Ventures LLC

By: 

Name: Michael Rodriguez

Title: Chief Business Officer