

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM676986

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900643186		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Variety Media, LLC		09/30/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Variety Business Intelligence, LLC		
Street Address:	11175 Santa Monica Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	90221072	TRACKVISION	
Registration Number:	4196861	TVTRACKER.COM	
Registration Number:	4196859	TVTRACKER.COM	
Serial Number:	90206362	VARIETY INSIGHT	
Serial Number:	88874704	VBI VARIETY BUSINESS INTELLIGENCE	
Serial Number:	90206425	VSCORE	
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:	2152799389		
Email:	jordan.lavine@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	100 Front Street. Suite 100		
Address Line 4:	Conshohocken, PENNSYLVANIA 19428		
NAME OF SUBMITTER:	Jordan LaVine		
SIGNATURE:	/jordan lavine/		
DATE SIGNED:	09/27/2021		

Total Attachments: 3

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Assignment"), dated as of September 30, 2020, is made by Variety Media, LLC, a Delaware limited liability company ("Assignor"), in favor of Variety Business Intelligence, LLC, a Delaware limited liability company ("Assignee", and together with Assignor, the "Parties").

WHEREAS, Assignor desires to transfer certain assets and liabilities to Assignee, including certain intellectual property (the "Asset Transfer"), and Assignor has agreed to execute and deliver this Assignment for recording with governmental authorities including, but not limited to, the U.S. Patent and Trademark Office.

NOW THEREFORE, the Parties agree as follows:

1. **Trademark Assignment**. In consideration for the execution of the Asset Transfer and other 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 (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

(a) the trademark registrations and applications set forth on Schedule I hereto and all issuances, extensions and renewals thereof;

(b) any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on and/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; and

(c) 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.

2. **Recordation and Further Actions**. Assignor authorizes the Commissioner for Trademarks and any other governmental officials to record and register this Assignment upon request by Assignee. At any time, and from time to time following the date hereof, each Party shall upon the other Party's reasonable request and at such other Party's expense, take any and all actions and execute, acknowledge and deliver to the requesting Party any and all further instruments and assurances necessary or expedient in order to effect the term/s and provisions of this Assignment.

3. **Counterparts; Electronic Signatures**. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the document. The Parties agree that this Agreement shall be considered signed when the signature of a Party is delivered by email, PDF or other electronic transmission. Such electronic signature shall be treated in all respects as having the same effect as an original signature.


4. **Successors and Assigns**. This Assignment shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns.

5. **Governing Law**. This 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 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 California, without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

* * * * *

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of the date first above written.

VARIETY MEDIA, LLC

By: 
Name: Todd Greene
Title: EVP Business Affairs

VARIETY BUSINESS INTELLIGENCE, LLC

By: 
Name: Daniel Feinberg
Title: VP, Associate General Counsel

SCHEDULE I

ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

<i>Trademark</i>	<i>Country</i>	<i>Status</i>	<i>Application No.</i>	<i>Registration No.</i>
FIND OUT FIRST	Canada	Issued	1557846	868213
TVTRACKER.COM (Standard characters)	Canada	Issued	1557844	887677
TVTRACKER.COM and Design	Canada	Issued	1557845	893102
TVTRACKER	France	Issued	113841219	113841219
TVTRACKER.COM and Design	United Kingdom	Issued	2605555	2605555
TRACKVISION	USA	Pending	90221072	N/A
TVTRACKER.COM	USA	Issued	85349116	4196861
TVTRACKER.COM and Design	USA	Issued	85348976	4196859
VARIETY INSIGHT	USA	Pending	90206362	N/A
VBI VARIETY BUSINESS INTELLIGENCE and Design	USA	Pending	88874704	N/A
VSCORE	USA	Pending	90206425	N/A