

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM730438

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Putman Media, Inc.		05/01/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Endeavor Business Media, LLC		
<b>Street Address:</b>	30 Burton Hills Blvd		
<b>Internal Address:</b>	Suite 185		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37215		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2814334	PHARMACEUTICAL MANUFACTURING	
<b>Registration Number:</b>	5215490	SMART INDUSTRY	
<b>Registration Number:</b>	5224859	SMART INDUSTRY	
<b>Registration Number:</b>	5048210	PLANT SERVICES	
<b>Registration Number:</b>	5979943	PHARMA MANUFACTURING	
<b>Registration Number:</b>	2799480	INDUSTRIAL NETWORKING	
<b>Registration Number:</b>	5048209	FOOD PROCESSING	
<b>Registration Number:</b>	5052962	CONTROL	
<b>Registration Number:</b>	2411511	CONTROL DESIGN	
<b>Registration Number:</b>	4240325	CHEMICAL PROCESSING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6154690451		
<b>Email:</b>	kevin@trusttree.com		
<b>Correspondent Name:</b>	Kevin P. Hartley		
<b>Address Line 1:</b>	798 Berry Road		
<b>Address Line 2:</b>	#41400		

OP \$265.00 2814334

**Address Line 4:** Nashville, TENNESSEE 37204

**NAME OF SUBMITTER:** Kevin P. Hartley

**SIGNATURE:** /Kevin P. Hartley/

**DATE SIGNED:** 05/26/2022

**Total Attachments: 6**

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**EXHIBIT B**

**TRADEMARK ASSIGNMENT AGREEMENT**

This TRADEMARK ASSIGNMENT AGREEMENT (“**Trademark Assignment**”), dated as of April 29, 2022, but effective as of 12:01am (EST) on May 1, 2022, is made by Putman Media, Inc. (“**Seller**”) in favor of Endeavor Business Media, LLC, a Delaware limited liability company (“**Buyer**”).

WHEREAS, reference is made to that certain Asset Purchase Agreement by and among the Seller, the Buyer and John M. Cappelletti (for the limited purposes set forth therein) dated of even date herewith (the “**Asset Purchase Agreement**”);

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has agreed to convey, transfer, and assign to Buyer, among other assets, certain Intellectual Property of Seller, and have agreed to execute and deliver this Trademark Assignment, in order to effectuate the conveyance, transfer and assignment of the Intellectual Property Assets, which may be recorded with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions; and

WHEREAS, terms not otherwise defined herein have the meaning assigned to them in the Asset Purchase Agreement.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably and unconditionally conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller’s right, title, and interest in and to the following:

(a) trademarks, service marks, service names, brand names, trade dress, trade names, logos, corporate names and other source or business identifiers, together with all of the goodwill associated with any of the foregoing, and any registrations, applications for registration, renewals and extensions of any of the foregoing, including the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “**Assigned Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Seller accruing under any of the Assigned Trademarks provided by applicable Law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the Assigned Trademarks; and

(d) any and all claims and causes of action with respect to any of the Assigned Trademarks, whether accruing before, on, 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.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by

Buyer. Following the date hereof, Sellers shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

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

[SIGNATURE PAGES FOLLOW]



AGREED TO AND ACCEPTED:

**BUYER:**

Endeavor Business Media, LLC

By: Chris Ferrell  
By: Chris Ferrell (Apr 27, 2022 11:51 EDT)

Name: Chris Ferrell  
Title: Chief Executive Officer

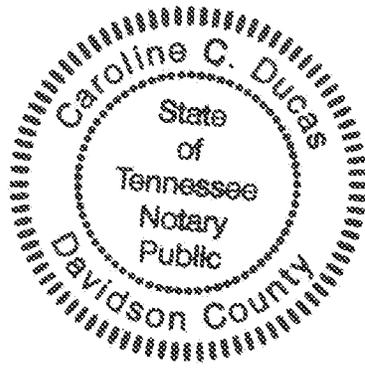
ACKNOWLEDGMENT

STATE OF TENNESSEE )  
 )  
 )SS.  
COUNTY OF DAVIDSON )

On the 27 day of April 2022, before me personally appeared Chris Ferrell, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he executed the same in his authorized capacity as the Chief Executive Officer of Endeavor Business Media, LLC the limited liability company described, and acknowledged the instrument to be the free act and deed of Endeavor Business Media, LLC for the uses and purposes mentioned in the instrument.

Caroline C. Ducas  
Notary Public  
Printed Name: Caroline C. Ducas

My Commission Expires: March 3, 2025



*Signature Page to Trademark Assignment Agreement*

**SCHEDULE 1****Assigned Trademarks**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>App. Serial No.</b>
PHARMACEUTICAL MANUFACTURING	US	2814334	02/10/2004	76423859
SMART INDUSTRY – White Background	US	5215490	05/30/2017	87034708
SMART INDUSTRY – Black Background	US	5224859	06/13/2017	87034734
PLANT SERVICES	US	5048210	09/27/2016	86803914
PHARMA MANUFACTURING	US	5979943	02/04/2020	88292065
INDUSTRIAL NETWORKING	US	2799480	12/23/2003	76364105
FOOD PROCESSING	US	5048209	09/27/2016	86803849
CONTROL	US	5052962	10/04/2016	86803829

CONTROL DESIGN	US	2411511	12/05/2000	75650481
CHEMICAL PROCESSING	US	4240325	11/13/2012	85409368