

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM739428

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arcadia Publishing, Inc.		04/26/2022	Corporation: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Ehlert Publishing Group, LLC		
Street Address:	2750 Park View Ct., #240		
City:	Oxnard		
State/Country:	CALIFORNIA		
Postal Code:	93036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5965502	WILDSAM	
CORRESPONDENCE DATA			
Fax Number:	8474410911		
<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:	847-441-9100		
Email:	pto@nealmcdevitt.com		
Correspondent Name:	Richard B. Biagi		
Address Line 1:	1776 Ash Street		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	63193-1158		
NAME OF SUBMITTER:	Richard B Biagi		
SIGNATURE:	/Richard B. Biagi/		
DATE SIGNED:	07/07/2022		
Total Attachments: 4			
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OP \$40.00 5965502

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is made by Arcadia Publishing, Inc., a South Carolina corporation ("Assignor"), to Ehlert Publishing Group, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement dated, April 26, 2022 (the "APA"), which, among other things, conveys Assignor's right, title and interest in and to any and all trade names, trademarks, service marks, logos, symbols, trade dress, trademark and service mark applications, and trademark and service mark registrations related to Assignor's WILDSAM business; and

WHEREAS, Assignor owns the WILDSAM trademark, which is the subject of U.S. Registration No. 5,965,502 and the common law marks depicted in Schedule A herein, (the registration together with all common law rights therein and renewals thereof is collectively referred to as the "Trademarks" and/or the "Assigned Marks"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Assigned Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor does hereby transfer, assign, convey and deliver to Assignee, free and clear of any and all liens and encumbrances, other than Permitted Encumbrances (as defined in the APA) (i) all right, title and interest of Assignor in, to and under the Assigned Marks and all goodwill of the business connected with the use of, and symbolized by, the Assigned Marks, (ii) all past, present and future claims and causes of action arising out of or relating to any infringement, dilution or other violation or impairment of the foregoing, and the right to sue or otherwise recover therefor, (iii) all proceeds, including license fees, royalties, income, payments, claims, damages, and proceeds of suit now or hereafter due and/or payable with respect to any of the foregoing, (iv) all rights of priority associated with the foregoing, and (v) all other rights accruing thereunder or pertaining thereto throughout the world, the same to be held and enjoyed by Assignee, and its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby authorizes and requests that the Commissioner for Trademarks record Assignee as the assignee and owner of record for the Assigned Marks.

This Assignment shall be governed by, and construed in accordance with, the laws of the State of Delaware without regard to principles of conflicts or choice of laws or any other law that would make the laws of any other jurisdiction other than the State of Delaware applicable hereto.

This Assignment may be executed in any number of counterparts with the same effect as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Assignment.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of April26, 2022.

ASSIGNOR:

Arcadia Publishing, Inc.

By: Brittan Phillip

Name: Brittan Phillip

Title: CEO

Date: 4/26/22

ASSIGNEE:

Ehlert Publishing Group, LLC

By: _____

Name:

Title:

Date:

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IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of April 26, 2022.

ASSIGNOR:

Arcadia Publishing, Inc.

By: _____

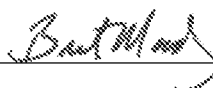
Name:

Title:

Date:

ASSIGNEE:

Ehlert Publishing Group, LLC

By:  _____

Name: Brent Moody

Title: President

Date: April 26, 2022

SCHEDULE A

U.S. Trademark Registrations

U.S. Reg. No. 5965502

Mark: WILDSAM (word)

Goods/Services: a series of printed non-fiction books on a variety of topics.

Common Law Marks

WILDSAM (word)

WILDSAM FIELD GUIDES (word)

PURSUIITS (word)

AMERICAN ROAD TRIP SERIES (word)

WILDSAM NATIONAL PARKS (word)

WILDSAM – TAKE TO THE OPEN ROADS (word and design marks)



(W design mark)