

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM744293

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Athlon Holdings, Inc.		07/27/2022	Corporation: TENNESSEE
Athlon Sports Communications, Inc.		07/27/2022	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	BRF Finance Co., LLC		
Street Address:	299 Park Avenue		
Internal Address:	21st Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10171		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 122			
Property Type	Number	Word Mark	
Registration Number:	5464805	A	
Registration Number:	6731788	COVER 2 PODCAST	
Registration Number:	6731785	ATHLON SPORTS COVER 2 PODCAST	
Registration Number:	6731784	COVER 2 PODCAST	
Registration Number:	6731783	ATHLON SPORTS COVER 2 PODCAST	
Serial Number:	90709048	THE MOM THREAD BY PARADE	
Registration Number:	6740112	P PARADE MEDIA	
Registration Number:	6494492	PARADE MEDIA	
Registration Number:	6494491	P PARADE MEDIA	
Registration Number:	6330034	P PARADE MEDIA	
Registration Number:	6323683	P PARADE MEDIA	
Registration Number:	6310406	PARADE MEDIA	
Registration Number:	6172384		
Registration Number:	6050822	SKILLSET	
Registration Number:	5922336	POP KITCHEN	
Registration Number:	5890600	WHAT PEOPLE EARN	
Registration Number:	5887160	TRY THE TREND	

OP \$3065.00 5464805

Property Type	Number	Word Mark
Registration Number:	5868072	REDEFINING THE ALPHA LIFESTYLE
Registration Number:	5834880	REDEFINING THE ALPHA LIFESTYLE
Registration Number:	5834879	
Registration Number:	5821654	EAT LIKE A FAN
Registration Number:	5721028	EAT LIKE A FAN
Registration Number:	5705604	EAT LIKE A FAN
Registration Number:	5192838	SKILLSET
Registration Number:	5629126	STYLISH WAYS TO LIVE LARGE
Registration Number:	5587200	JUNKOVERS
Registration Number:	5557357	SMALL SPACE
Registration Number:	5557356	CLASSIC HOME
Registration Number:	5431000	AO
Registration Number:	5197499	ATHLON OUTDOORS
Registration Number:	5197498	ATHLON OUTDOORS
Registration Number:	5330952	ATHLON PUBLICATIONS
Registration Number:	5551312	PERSONAL DEFENSE WORLD
Registration Number:	4955957	ATHLON SPORTS RADIO
Registration Number:	4946624	SURVIVOR'S EDGE
Registration Number:	4815026	BALLISTIC
Registration Number:	4815025	BALLISTIC
Registration Number:	4809832	REAL WORLD SURVIVOR
Registration Number:	4550967	ATHLON MEDIA GROUP
Registration Number:	4654427	SURVIVOR'S EDGE
Registration Number:	4661361	HERBAL REMEDIES
Registration Number:	4658003	SMALL SPACE DECORATING
Registration Number:	5703620	BETTER EVERY DAY
Registration Number:	5202850	LIVE BETTER NOW
Registration Number:	4960405	TV TIMES
Registration Number:	4996773	GREEN ENERGY HOMES & LIVING
Registration Number:	4948332	GREEN ENERGY HOMES
Registration Number:	4955956	COMMUNITY TABLE
Registration Number:	4955955	COMMUNITY TABLE
Registration Number:	5014588	ATHLON SPORTS & LIFE
Registration Number:	5014587	ATHLON SPORTS & LIFE
Registration Number:	4874458	MUSIC ICONS
Registration Number:	4915643	COMPLETE BOOK OF RIMFIRES
Registration Number:	4919825	THE COMPLETE BOOK OF RELOADING
Registration Number:	4929361	AMERICA'S HANDGUN MODEL 1911

Property Type	Number	Word Mark
Registration Number:	4970225	CRIME CLASSICS
Registration Number:	4899384	ROOM TO CREATE
Registration Number:	4943098	HOLLYWOOD ICONS
Registration Number:	4155105	WHAT AMERICA EATS
Registration Number:	4251804	VINTAGE STYLE
Registration Number:	4260478	SMALL GARDENS
Registration Number:	4267264	GUNS OF THE OLD WEST
Registration Number:	4221868	HARRIS' FARMER'S ALMANAC
Registration Number:	4209978	THE NEW PIONEER
Registration Number:	4492664	FANTASY FOOTBALL
Registration Number:	4499025	PERSONAL DEFENSE WORLD
Registration Number:	4490678	PARADE
Registration Number:	4438721	KENNECTIONS
Registration Number:	4431232	TACTICAL LIFE
Registration Number:	4422047	AMERICAN DREAM COTTAGES
Registration Number:	4421069	AMERICAN FRONTIERSMAN
Registration Number:	4350243	TACTICAL-LIFE
Registration Number:	4295815	COTTAGE STYLE
Registration Number:	4323069	HAIR PREVIEW
Registration Number:	4299499	HAIRSHOW
Registration Number:	4215683	STORAGE SOLUTIONS
Registration Number:	4215682	GREAT BACKYARDS
Registration Number:	4223527	POCKET PISTOLS
Registration Number:	4228141	PERSONAL & HOME DEFENSE
Registration Number:	4370730	GUN BUYER'S GUIDE
Registration Number:	4370729	GUN BUYER'S ANNUAL
Registration Number:	4374531	GUN ANNUAL
Registration Number:	4228140	BLACK GUNS
Registration Number:	4209980	REAL GARDENS
Registration Number:	2836530	ROMANTIC COUNTRY
Registration Number:	3407495	TACTICAL WEAPONS
Registration Number:	2640630	ASK MARILYN
Registration Number:	2568680	WHAT PEOPLE EARN
Registration Number:	2546966	PARADE
Registration Number:	3767787	NUMBRIX
Registration Number:	3652773	NUMBRIX
Registration Number:	3039529	PARADE PICKS
Registration Number:	2883874	SMALL ROOM DECORATING

Property Type	Number	Word Mark
Registration Number:	2873927	HOW TO LIVE LARGE IN SMALL SPACES
Registration Number:	3059286	RIDES
Registration Number:	2597968	EXERCISE & HEALTH
Registration Number:	2597967	FLOWER GARDENS
Registration Number:	2597966	TACTICAL KNIVES
Registration Number:	2642503	QUILT
Registration Number:	2614769	INSIDE RACING
Registration Number:	2519983	PARADE PLUS
Registration Number:	2549760	PARADE ALL-AMERICA
Registration Number:	2581446	CUT & STYLE
Registration Number:	2917637	PARADE PARTNERS
Registration Number:	2538660	PARADE CLASSROOM
Registration Number:	2297806	PARADE.COM
Registration Number:	2132176	SHORT HAIR
Registration Number:	1729276	WALTER SCOTT'S PERSONALITY PARADE
Registration Number:	1715635	PERSONALITY PARADE
Registration Number:	1643196	ASK MARILYN
Registration Number:	1961825	ATHLON
Registration Number:	1886028	INSIDE SATURDAY
Registration Number:	1886027	INSIDE SUNDAY
Registration Number:	1856747	SMALL BUSINESS OPPORTUNITIES
Registration Number:	1856746	SPECIAL WEAPONS
Registration Number:	1855727	COMBAT HANDGUNS
Registration Number:	1863692	COUNTRY ALMANAC
Registration Number:	1856743	COUNTRY DECORATING IDEAS
Registration Number:	1713573	INTELLIGENCE REPORT
Registration Number:	1375816	HAIRDO IDEAS
Registration Number:	1250342	HAIRSTYLE
Registration Number:	0740934	PARADE

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 617-248-5000

Email: tmadmin@choate.com

Correspondent Name: Sara M. Bauer

Address Line 1: Two International Place

Address Line 2: Choate Hall & Stewart LLP

Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2013401-0001
NAME OF SUBMITTER:	Catherine C. Maresh
SIGNATURE:	/Catherine C. Maresh/
DATE SIGNED:	07/28/2022

Total Attachments: 16

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MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY

July 27, 2022

ATHLON HOLDINGS, INC., a Tennessee corporation, and ATHLON SPORTS COMMUNICATIONS, INC., a Tennessee corporation (each individually hereafter referred to as a “Debtor” or “Grantor”, and collectively, the “Debtors” or “Grantors”), hereby acknowledge that they have granted to BRF Finance Co., LLC, a Delaware limited liability company (hereafter referred to as “Secured Party” or “Grantee”), a security interest in and to all of such Debtors’ right, title and interest in and to: (a) the trademarks and trademark registrations and applications therefor (other than intent to use trademark applications to the extent excluded in the Loan Agreement (as defined below)) which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by such Debtors (the “Trademarks”), together with the goodwill and assets of the business; (b) the patents and patent applications which are identified on Exhibit B attached hereto and herein incorporated by this reference owned by such Debtors (the “Patents”), and (c) the copyright registrations which are identified on Exhibit C attached hereto and herein incorporated by this reference owned by such Debtors (the “Copyrights”), and all actions for infringement concerning each of the foregoing.

Unless and until an Event of Default (as defined in the Pledge and Security Agreement) exists, Debtors shall retain the legal and equitable title to the Trademarks, Patents, and Copyrights, and shall have the right to use and register the Trademarks, Patents, and Copyrights, as applicable, in the ordinary course of business of each Debtor. The terms and conditions of the aforementioned security interest are contained in that certain Pledge and Security Agreement dated as of June 10, 2019 (as amended, restated, supplemented or otherwise modified from time to time, the “Pledge and Security Agreement”), between Debtors and the Secured Party, as security for the Obligations under and as set forth in the Second Amended and Restated Note Purchase Agreement, dated as of March 24, 2020 (as amended, restated, supplemented or otherwise modified from time to time, the “Note Purchase Agreement”), between, among others, the Debtors and the Secured Party, and other agreements referred to therein. Capitalized terms used herein and not otherwise defined herein shall have the meanings ascribed to such terms in the Pledge and Security Agreement or Note Purchase Agreement, as applicable. Nothing contained in this Memorandum and Notice of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which Secured Party may have in any other collateral described in the Note Purchase Agreement, Pledge and Security Agreement or otherwise. In the event that any provision of this Memorandum and Notice of Security Interest in Intellectual Property conflicts with any provision of the Note Purchase Agreement, the provisions of the Note Purchase Agreement shall govern.

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[Signature Page to Follow]

IN WITNESS WHEREOF, the undersigned has duly executed this document as of the date first written above.

DEBTORS:

ATHLON HOLDINGS, INC.

By: _____
Name: Douglas B. Smith
Title: Chief Financial Officer

Address:

200 Vesey St, 24th Floor
New York, NY 10281

**ATHLON SPORTS
COMMUNICATIONS, INC.**

By: _____
Name: Douglas B. Smith
Title: Chief Financial Officer

Address:

200 Vesey St, 24th Floor
New York, NY 10281

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY
(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

TRADEMARK
REEL: 007805 FRAME: 0082

SECURED PARTY:

BRF FINANCE CO., LLC

DocuSigned by:

By:

Daniel Shribman

Name: Daniel Shribman

Title: CIO

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY
(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

TRADEMARK
REEL: 007805 FRAME: 0083

EXHIBIT A
TRADEMARKS

*Non-material trademark applications/registrations, which have been designated to abandon, are not listed.

ATHLON HOLDINGS, INC.

No	Owner	Word Mark	Registration No.	Date Registered
1.	Athlon Holdings LLC	A	5464805	May 8, 2018

ATHLON SPORTS COMMUNICATIONS, INC.

No	Owner	Word Mark	Registration No.	Date Registered
1.	Athlon Sports Communications, Inc.	COVER 2 PODCAST	6731788	May 24, 2022
2.	Athlon Sports Communications, Inc.	ATHLON SPORTS COVER 2 PODCAST	6731785	May 24, 2022
3.	Athlon Sports Communications, Inc.	COVER 2 PODCAST	6731784	May 24, 2022
4.	Athlon Sports Communications, Inc.	ATHLON SPORTS COVER 2 PODCAST	6731783	May 24, 2022
5.	Athlon Sports Communications, Inc.	PARADE ALL-AMERICA	97248990	February 1, 2022
6.	Athlon Sports Communications, Inc.	PARADE ALL-AMERICA	97248961	February 1, 2022
7.	Athlon Sports Communications, Inc.	PARADE ALL-AMERICA	97248952	February 1, 2022
8.	Athlon Sports Communications, Inc.	THE MOM THREAD BY PARADE	90709048	May 24, 2022
9.	Athlon Sports Communications, Inc.	P PARADE MEDIA	6740112	May 24, 2022
10.	Athlon Sports Communications, Inc.	P PARADE MEDIA	88798723	February 14, 2020
11.	Athlon Sports Communications, Inc.	P PARADE MEDIA	88798710	February 14, 2020

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0084



No	Owner	Word Mark	Registration No.	Date Registered
12.	Athlon Sports Communications, Inc.	PARADE MEDIA	88798688	February 14, 2020
13.	Athlon Sports Communications, Inc.	PARADE MEDIA	6494492	September 21, 2021
14.	Athlon Sports Communications, Inc.	P PARADE MEDIA	6494491	September 21, 2021
15.	Athlon Sports Communications, Inc.	P PARADE MEDIA	6330034	April 20, 2021
16.	Athlon Sports Communications, Inc.	P PARADE MEDIA	6323683	April 13, 2021
17.	Athlon Sports Communications, Inc.	PARADE MEDIA	6310406	March 30, 2021
18.	Athlon Sports Communications, Inc.		6172384	October 13, 2020
19.	Athlon Sports Communications, Inc.	SKILLSET	6050822	May 12, 2020
20.	Athlon Sports Communications, Inc.	POP KITCHEN	5922336	November 26, 2019
21.	Athlon Sports Communications, Inc.	WHAT PEOPLE EARN	5890600	October 22, 2019
22.	Athlon Sports Communications, Inc.	TRY THE TREND	5887160	October 15, 2019
23.	Athlon Sports Communications, Inc.	REDEFINING THE ALPHA LIFESTYLE	5868072	September 24, 2019
24.	Athlon Sports Communications, Inc.	REDEFINING THE ALPHA LIFESTYLE	5834880	August 13, 2019
25.	Athlon Sports Communications, Inc.		5834879	August 13, 2019

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0085

No	Owner	Word Mark	Registration No.	Date Registered
26.	Athlon Sports Communications, Inc.	EAT LIKE A FAN	5821654	July 30, 2019
27.	Athlon Sports Communications, Inc.	EAT LIKE A FAN	5721028	April 9, 2019
28.	Athlon Sports Communications, Inc.	EAT LIKE A FAN	5705604	March 19, 2019
29.	Athlon Sports Communications, Inc.	SKILLSET	5192838	April 25, 2017
30.	Athlon Sports Communications, Inc.	STYLISH WAYS TO LIVE LARGE	5629126	December 11, 2018
31.	Athlon Sports Communications, Inc.	JUNKOVERS	5587200	October 16, 2018
32.	Athlon Sports Communications, Inc.	SMALL SPACE	5557357	September 4, 2018
33.	Athlon Sports Communications, Inc.	CLASSIC HOME	5557356	September 4, 2018
34.	Athlon Sports Communications, Inc.	AO	5431000	March 27, 2018
35.	Athlon Sports Communications, Inc.	ATHLON OUTDOORS	5197499	May 2, 2017
36.	Athlon Sports Communications, Inc.	ATHLON OUTDOORS	5197498	May 2, 2017
37.	Athlon Sports Communications, Inc.	ATHLON PUBLICATIONS	5330952	November 7, 2017
38.	Athlon Sports Communications, Inc.	PERSONAL DEFENSE WORLD	5551312	August 28, 2018
39.	Athlon Sports Communications, Inc.	ATHLON SPORTS RADIO	4955957	May 10, 2016
40.	Athlon Sports Communications, Inc.	SURVIVOR'S EDGE	4946624	April 26, 2016
41.	Athlon Sports Communications, Inc.	BALLISTIC	4815026	September 15, 2015
42.	Athlon Sports Communications, Inc.	BALLISTIC	4815025	September 15, 2015
43.	Athlon Sports Communications, Inc.	REAL WORLD SURVIVOR	4809832	September 8, 2015

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0086

No	Owner	Word Mark	Registration No.	Date Registered
44.	Athlon Sports Communications, Inc.	ATHLON MEDIA GROUP	4550967	June 17, 2014
45.	Athlon Sports Communications, Inc.	SURVIVOR'S EDGE	4654427	December 9, 2014
46.	Athlon Sports Communications, Inc.	HERBAL REMEDIES	4661361	December 23, 2014
47.	Athlon Sports Communications, Inc.	SMALL SPACE DECORATING	4658003	December 16, 2014
48.	Athlon Sports Communications, Inc.	BETTER EVERY DAY	5703620	March 19, 2019
49.	Athlon Sports Communications, Inc.	LIVE BETTER NOW	5202850	May 16, 2017
50.	Athlon Sports Communications, Inc.	TV TIMES	4960405	May 17, 2016
51.	Athlon Sports Communications, Inc.	GREEN ENERGY HOMES & LIVING	4996773	July 12, 2016
52.	Athlon Sports Communications, Inc.	GREEN ENERGY HOMES	4948332	April 26, 2016
53.	Athlon Sports Communications, Inc.	COMMUNITY TABLE	4955956	May 10, 2016
54.	Athlon Sports Communications, Inc.	COMMUNITY TABLE	4955955	May 10, 2016
55.	Athlon Sports Communications, Inc.	ATHLON SPORTS & LIFE	5014588	August 2, 2016
56.	Athlon Sports Communications, Inc.	ATHLON SPORTS & LIFE	5014587	August 2, 2016
57.	Athlon Sports Communications, Inc.	MUSIC ICONS	4874458	December 22, 2015
58.	Athlon Sports Communications, Inc.	COMPLETE BOOK OF RIMFIRES	4915643	March 8, 2016
59.	Athlon Sports Communications, Inc.	THE COMPLETE BOOK OF RELOADING	4919825	March 15, 2016
60.	Athlon Sports Communications, Inc.	AMERICA'S HANDGUN MODEL 1911	4929361	March 29, 2016

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0087

No	Owner	Word Mark	Registration No.	Date Registered
61.	Athlon Sports Communications, Inc.	CRIME CLASSICS	4970225	May 31, 2016
62.	Athlon Sports Communications, Inc.	ROOM TO CREATE	4899384	February 9, 2016
63.	Athlon Sports Communications, Inc.	HOLLYWOOD ICONS	4943098	April 19, 2016
64.	Athlon Sports Communications, Inc.	WHAT AMERICA EATS	4155105	June 5, 2012
65.	Athlon Sports Communications, Inc.	VINTAGE STYLE	4251804	November 27, 2012
66.	Athlon Sports Communications, Inc.	SMALL GARDENS	4260478	December 18, 2012
67.	Athlon Sports Communications, Inc.	GUNS OF THE OLD WEST	4267264	January 1, 2013
68.	Athlon Sports Communications, Inc.	HARRIS' FARMER'S ALMANAC	4221868	October 9, 2012
69.	Athlon Sports Communications, Inc.	THE NEW PIONEER	4209978	September 18, 2012
70.	Athlon Sports Communications, Inc.	FANTASY FOOTBALL	4492664	March 4, 2014
71.	Athlon Sports Communications, Inc.	PERSONAL DEFENSE WORLD	4499025	March 18, 2014
72.	Athlon Sports Communications, Inc.	PARADE	4490678	March 4, 2014
73.	Athlon Sports Communications, Inc.	KENNECTIONS	4438721	November 26, 2013
74.	Athlon Sports Communications, Inc.	TACTICAL LIFE	4431232	November 12, 2013
75.	Athlon Sports Communications, Inc.	AMERICAN DREAM COTTAGES	4422047	October 22, 2013
76.	Athlon Sports Communications, Inc.	AMERICAN FRONTIERSMAN	4421069	October 22, 2013
77.	Athlon Sports Communications, Inc.	TACTICAL-LIFE	4350243	June 11, 2013

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0088

No	Owner	Word Mark	Registration No.	Date Registered
78.	Athlon Sports Communications, Inc.	COTTAGE STYLE	4295815	February 26, 2013
79.	Athlon Sports Communications, Inc.	HAIR PREVIEW	4323069	April 23, 2013
80.	Athlon Sports Communications, Inc.	HAIRSHOW	4299499	March 5, 2013
81.	Athlon Sports Communications, Inc.	STORAGE SOLUTIONS	4215683	September 25, 2012
82.	Athlon Sports Communications, Inc.	GREAT BACKYARDS	4215682	September 25, 2012
83.	Athlon Sports Communications, Inc.	POCKET PISTOLS	4223527	October 9, 2012
84.	Athlon Sports Communications, Inc.	PERSONAL & HOME DEFENSE	4228141	October 16, 2012
85.	Athlon Sports Communications, Inc.	GUN BUYER'S GUIDE	4370730	July 23, 2013
86.	Athlon Sports Communications, Inc.	GUN BUYER'S ANNUAL	4370729	July 23, 2013
87.	Athlon Sports Communications, Inc.	GUN ANNUAL	4374531	July 30, 2013
88.	Athlon Sports Communications, Inc.	BLACK GUNS	4228140	October 16, 2012
89.	Athlon Sports Communications, Inc.	REAL GARDENS	4209980	September 18, 2012
90.	Athlon Sports Communications, Inc.	ROMANTIC COUNTRY	2836530	April 27, 2004
91.	Athlon Sports Communications, Inc.	TACTICAL WEAPONS	3407495	April 1, 2008
92.	Athlon Sports Communications, Inc.	ASK MARILYN	2640630	October 22, 2002
93.	Athlon Sports Communications, Inc.	WHAT PEOPLE EARN	2568680	May 7, 2002
94.	Athlon Sports Communications, Inc.	PARADE	2546966	March 12, 2002
95.	Athlon Sports Communications, Inc.	NUMBRIX	3767787	March 30, 2010

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0089

No	Owner	Word Mark	Registration No.	Date Registered
96.	Athlon Sports Communications, Inc.	NUMBRIX	3652773	July 7, 2009
97.	Athlon Sports Communications, Inc.	PARADE PICKS	3039529	January 10, 2006
98.	Athlon Sports Communications, Inc.	SMALL ROOM DECORATING	2883874	September 14, 2004
99.	Athlon Sports Communications, Inc.	HOW TO LIVE LARGE IN SMALL SPACES	2873927	August 17, 2004
100.	Athlon Sports Communications, Inc.	RIDES	3059286	February 14, 2006
101.	Athlon Sports Communications, Inc.	EXERCISE & HEALTH	2597968	July 23, 2002
102.	Athlon Sports Communications, Inc.	FLOWER GARDENS	2597967	July 23, 2002
103.	Athlon Sports Communications, Inc.	TACTICAL KNIVES	2597966	July 23, 2002
104.	Athlon Sports Communications, Inc.	QUILT	2642503	October 29, 2002
105.	Athlon Sports Communications, Inc.	INSIDE RACING	2614769	September 3, 2002
106.	Athlon Sports Communications, Inc.	PARADE PLUS	2519983	December 18, 2001
107.	Athlon Sports Communications, Inc.	PARADE ALL-AMERICA	2549760	March 19, 2002
108.	Athlon Sports Communications, Inc.	CUT & STYLE	2581446	June 18, 2002
109.	Athlon Sports Communications, Inc.	PARADE PARTNERS	2917637	January 11, 2005
110.	Athlon Sports Communications, Inc.	PARADE CLASSROOM	2538660	February 12, 2002
111.	Athlon Sports Communications, Inc.	PARADE.COM	2297806	December 7, 1999
112.	Athlon Sports Communications, Inc.	SHORT HAIR	2132176	January 27, 1998

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

10954259v3

TRADEMARK
REEL: 007805 FRAME: 0090

No	Owner	Word Mark	Registration No.	Date Registered
113.	Athlon Sports Communications, Inc.	WALTER SCOTT'S PERSONALITY PARADE	1729276	November 3, 1992
114.	Athlon Sports Communications, Inc.	PERSONALITY PARADE	1715635	September 15, 1992
115.	Athlon Sports Communications, Inc.	ASK MARILYN	1643196	April 30, 1991
116.	Athlon Sports Communications, Inc.	ATHLON	1961825	March 12, 1996
117.	Athlon Sports Communications, Inc.	INSIDE SATURDAY	1886028	March 28, 1995
118.	Athlon Sports Communications, Inc.	INSIDE SUNDAY	1886027	March 28, 1995
119.	Athlon Sports Communications, Inc.	SMALL BUSINESS OPPORTUNITIES	1856747	October 4, 1994
120.	Athlon Sports Communications, Inc.	SPECIAL WEAPONS	1856746	October 4, 1994
121.	Athlon Sports Communications, Inc.	COMBAT HANDGUNS	1855727	September 27, 1994
122.	Athlon Sports Communications, Inc.	COUNTRY ALMANAC	1863692	November 22, 1994
123.	Athlon Sports Communications, Inc.	COUNTRY DECORATING IDEAS	1856743	October 4, 1994
124.	Athlon Sports Communications, Inc.	INTELLIGENCE REPORT	1713573	September 8, 1992
125.	Athlon Sports Communications, Inc.	HAIRDO IDEAS	1375816	December 17, 1985
126.	Athlon Sports Communications, Inc.	HAIRSTYLE	1250342	September 6, 1983
127.	Athlon Sports Communications, Inc.	PARADE	0740934	November 20, 1962

Exhibit A

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

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TRADEMARK
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EXHIBIT B
PATENTS

ATHLON HOLDINGS, INC.

None.

ATHLON SPORTS COMMUNICATIONS, INC.

None.

Exhibit B

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

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EXHIBIT C
COPYRIGHTS

ATHLON HOLDINGS, INC.

None.

ATHLON SPORTS COMMUNICATIONS, INC.

No	Owner	Copyright Title	Registration No.	Date Registered
1.	Athlon Sports Communications, Inc.	Big orange country.	TX0005787681	07-28-2003
2.	Athlon Sports Communications, Inc.	Dixie's football pride.	TX0005787680	07-28-2003
3.	Athlon Sports Communications, Inc.	Game day : Alabama football.	TX0006521667	02-28-2006
4.	Athlon Sports Communications, Inc.	Game day : Georgia football : the greatest games, players, coaches and teams in the glorious tradition of Bulldog football.	TX0006406098	06-29-2006
5.	Athlon Sports Communications, Inc.	Game day : Michigan football.	TX0006521663	02-28-2007
6.	Athlon Sports Communications, Inc.	Game day : Nebraska football.	TX0006521662	02-28-2007
7.	Athlon Sports Communications, Inc.	Game day : North Carolina basketball : the greatest games, players, coaches and teams in the glorious tradition of Tar Heels basketball.	TX0006510115	12-15-2006

Exhibit C

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL
PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

No	Owner	Copyright Title	Registration. No.	Date Registered
8.	Athlon Sports Communications, Inc.	Game day : Notre Dame football.	TX0006521661	02-28-2007
9.	Athlon Sports Communications, Inc.	Game day! Ohio State football.	TX0006625251	02-28-2007
10.	Athlon Sports Communications, Inc.	Game day : Oklahoma football.	TX0006521664	08-01-2006
11.	Athlon Sports Communications, Inc.	Game day : Red Sox baseball : the greatest games, players, managers and teams in the glorious tradition of Red Sox baseball.	TX0006505933	12-05-2006
12.	Athlon Sports Communications, Inc.	Game day : Southern California football.	TX0006521665	02-28-2007
13.	Athlon Sports Communications, Inc.	Game day : Tennessee football.	TX0006521666	02-28-2007
14.	Athlon Sports Communications, Inc.	Game day : Texas football : the greatest games, players, coaches and teams in the glorious tradition of Longhorn football.	TX0006406099	06-29-2006
15.	Athlon Sports Communications, Inc.	Game day : Yankees baseball : the greatest games, players, managers and teams in the glorious tradition of Yankees baseball.	TX0006500305	06-29-2006

Exhibit C

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

No	Owner	Copyright Title	Registration No.	Date Registered
16.	Athlon Sports Communications, Inc.	Golf's red zone challenge : a breakthrough system to track and improve your short game and significantly lower your score / Charlie King and Rob Akins ; [foreword by David Toms]	TX0006207642	07-29-2005
17.	Athlon Sports Communications, Inc.	Road to no. 1 / foreword by Rocky Calmus.	TX0005917425	03-03-2004
18.	Athlon Sports Communications, Inc.	Victors valiant.	TX0005787682	07-28-2003
19.	Athlon Sports Communications, Inc.	Athlon's pro football	CSN0039928/ TX0000925420	06-21-1982
20.	Athlon Sports Communications, Inc.	Athlon's Inside Saturday.	CSN0037622/ TX0000799445	10-01-1981
21.	Athlon Sports Communications, Inc.	Athlon's Pac Ten football.	CSN0015134/ TX0000172449	06-15-1978
22.	Athlon Sports Communications, Inc.	Athlon's Southwest football.	CSN0015135/ TX0000172450	09-12-1978
23.	Athlon Sports Communications, Inc.	The Race for the ring : includes Super Bowl history and Super Bowl XVII preview	TX0000968618	08-31-1982
24.	Athlon Sports Communications, Inc.	Vantage golf almanac.	CSN0048429/ TX00001107433	04-25-1983
25.	Athlon Sports Communications, Inc.	Best friends : a pictorial celebration by the winners of the Parade-Kodak national photo contest.	TX0003170102	07-05-1991

Exhibit C

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(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

No	Owner	Copyright Title	Registration. No.	Date Registered
26.	Athlon Sports Communications, Inc.	Everyday heroes.	TX0005194285	04-24-2000
27.	Athlon Sports Communications, Inc.	For all time: a pictorial celebration of America by the winners of the Parade Millenium Photo Contest.	TX0005391106	05-30-2001
28.	Athlon Sports Communications, Inc.	The Parade cookbook.	TX0000212849	12-13-1978
29.	Athlon Sports Communications, Inc.	We the people: a pictorial celebration of America.	TX0002468495	09-06-1988
30.	Athlon Sports Communications, Inc.	Young America: a pictorial celebration.	TX0002922940	10-09-1990
31.	Athlon Sports Communications, Inc.	Parade (1978 - 2007)	CSN0034655	01-19-1981 to 02-28-2007
32.	Athlon Sports Communications, Inc.	React : the news magazine that raises voices (1995 - 2000)	CSN0115552	11-24-1995 to 04-11-2000

Exhibit C

MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

(Athlon Holdings, Inc., & Athlon Sports Communications, Inc.)

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RECORDED: 07/28/2022

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