

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM753838

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mashable, Inc.		09/07/2022	Corporation:
RECEIVING PARTY DATA			
Name:	IGN Entertainment, Inc.		
Street Address:	2231 S. Barrington Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4375628	CINEFIX	
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>			
Email:	julianna_orgel-eaton@ziffdavis.com		
Correspondent Name:	Julianna Orgel-Eaton		
Address Line 1:	114 5th Avenue		
Address Line 2:	15th Floor		
Address Line 4:	New York, NEW YORK 10011		
NAME OF SUBMITTER:	Julianna Orgel-Eaton		
SIGNATURE:	/Julianna Orgel-Eaton/		
DATE SIGNED:	09/07/2022		
Total Attachments: 2			
source=Mashable Cinefix Trademark Assignment to IGN Entertainment 9-7-22#page1.tif			
source=Mashable Cinefix Trademark Assignment to IGN Entertainment 9-7-22#page2.tif			

OP \$40.00 4375628

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), entered into on September 7, 2022, is made by and between Mashable, Inc. with an address of 114 5th Avenue, New York, NY 10011 ("Assignor") and IGN Entertainment, Inc. with an address of 2231 S. Barrington Avenue, Los Angeles, CA 90064 ("Assignee").

The parties wish to execute this Assignment for purposes of transferring the Trademark in Schedule A and file the Assignment with the United States Patent and Trademark Office, and any other applicable trademark offices outside of the United States, as may be necessary to effectuate the assignment and transfer of the Trademarks to Assignee.

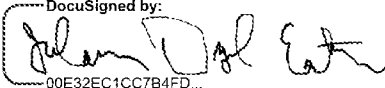
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

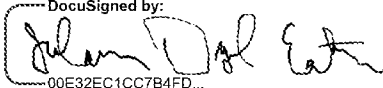
1. Assignor hereby contributes, conveys, transfers, assigns and delivers to Assignee all of its right, title and interest in and to (a) each of the Trademarks; (b) the goodwill of the business symbolized by and associated with the Trademarks; (c) all applications and registrations for the Trademarks; (d) all rights to proceeds, including, without limitation, damages, claims, income, payments and royalties, whether presently existing or hereafter arising, arising out of or related to the Trademarks; (e) all claims, demands and causes of action (in law or in equity) for past, present and future damages arising out of or relating to infringement of the Trademarks; and (f) all rights to sue, counterclaim, and recover for past, present and future infringement arising out of or relating to the Trademarks.
2. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership of trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of Assignor's rights in the Trademarks.
3. Assignor hereby acknowledges and agrees that from and after the date hereof, the Assignee shall be the exclusive owner of the Trademarks.
4. This Assignment shall be construed in accordance with and governed by the laws of the State of New York, without regard to its choice of law rules.
5. This Assignment (including Schedules thereto) constitutes the entire agreement between the parties, and it supersedes any and all prior or contemporaneous communications, representations, proposals, agreements, and understandings between the parties.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly authorized and executed as of the date hereof.

Mashable, Inc. ("Assignor")

IGN Entertainment, Inc. ("Assignee")

By: 
 00E32EC1CC7B4FD...

By: 
 00E32EC1CC7B4FD...

Name: Julianna Orgel-Eaton

Name: Julianna Orgel-Eaton

Title: General Counsel

Title: General Counsel

Schedule A

Trademarks

Trademark	Country	Registration Number
CINEFIX	United States of America	4375628