

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM757816

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buffalo Groupe, LLC		09/23/2022	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	The Arena Media Brands, LLC		
Street Address:	200 Vesey Street, 24th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10281		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	6148668	THE EQUIPMENT INSIDER	
Registration Number:	6148669	WHERE TO GOLF NEXT	
Registration Number:	6428849	WHAT TO WEAR NEXT	
Registration Number:	6429715	MORNING READ	
Registration Number:	6749616	MORNING READ	
CORRESPONDENCE DATA			
Fax Number:	2066826031		
<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:	2066224900		
Email:	USTM.Docketing@SeedIP.com		
Correspondent Name:	Seed IP Law Group LLP		
Address Line 1:	701 5th Avenue, Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98104		
ATTORNEY DOCKET NUMBER:	631272.001		
NAME OF SUBMITTER:	Syed Abedi		
SIGNATURE:	/Syed Abedi/		
DATE SIGNED:	09/27/2022		

OP \$140.00 6148668

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Buffalo Groupe, LLC, a limited liability company of Virginia (hereinafter referred to as ASSIGNOR), is the owner of rights in trademarks in the United States, with rights acquired through use of the marks and through United States federal trademark registrations for such marks, as set forth in the SCHEDULE OF TRADEMARKS annexed hereto and made part hereof, (the trademarks, common law rights and trademark registrations hereinafter collectively referred to as the TRADEMARKS); and

WHEREAS, The Arena Media Brands, LLC, a limited liability company of Delaware, having its principal office at an address of 200 Vesey Street, 24th Floor, New York, New York 10281 (hereinafter referred to as ASSIGNEE), is desirous of acquiring all the right, title and interest of ASSIGNOR in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE, its successors and assigns its entire right, title and interest in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS;

ASSIGNOR does also hereby sell, assign and transfer unto ASSIGNEE, its successors and assigns all claims for damages by reason of past and present infringement of the TRADEMARKS, including the trademark rights established by use and trademark registrations, and the right to sue for and collect damages and other relief;

ASSIGNOR further authorizes the Commissioner of Trademarks of the United States to record the right to the TRADEMARKS as listed in the annexed SCHEDULE OF TRADEMARKS as the property of ASSIGNEE.

IN WITNESS WHEREOF, made effective as of the 23 day of September, 2022.

Buffalo Groupe, LLC (ASSIGNOR)

Jeffrey J. Renzulli

By: *Jeffrey J Renzulli*

Title: *Board Member, Authorized Signatory*

SCHEDULE OF UNITED STATE TRADEMARKS

Trademark	App. No.	App. Date	Reg. No.	Reg. Date
THE EQUIPMENT INSIDER	88446425	May 24, 2019	6148668	September 8, 2020
WHERE TO GOLF NEXT	88446432	May 24, 2019	6148669	September 8, 2020
WHAT TO WEAR NEXT	88446429	May 24, 2019	6428849	July 20, 2021
MORNING READ	88979914	May 24, 2019	6429715	July 20, 2021
MORNING READ	88446421	May 24, 2019	6749616	June 7, 2022