

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM759217

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dwell Life, Inc.		09/13/2022	Corporation: DELAWARE
Dwell Media, LLC		09/13/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Acton Media Inc.		
Street Address:	701 Brickell Ave, Suite 1550		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33131		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Serial Number:	87230024	BY DWELL	
Serial Number:	87230502	BY DWELL	
Serial Number:	87230507	BY DWELL MAGAZINE	
Registration Number:	6549832	BY DWELL MAGAZINE	
Registration Number:	6013862	DWELL	
Registration Number:	5149195	DWELL	
Registration Number:	2452089	DWELL	
Registration Number:	3660406	DWELL	
Registration Number:	3639000	DWELL	
Registration Number:	3671030	DWELL	
Registration Number:	3486397	DWELL	
Serial Number:	87426500	DWELL	
Serial Number:	90558562	DWELL	
Registration Number:	4509770	DWELL	
Registration Number:	5556313	DWELL	
Registration Number:	6540053	DWELL	
Registration Number:	3638812	DWELL	
Registration Number:	5041772	DWELL HOMES	

OP \$590.00 87230024

Property Type	Number	Word Mark
Registration Number:	5041773	DWELL HOMES
Registration Number:	5060064	DWELL HOMES
Registration Number:	5579874	DWELL MADE
Registration Number:	4020163	DWELL MEDIA
Registration Number:	3255952	DWELL ON DESIGN

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: 4242508068

Email: trademarks@minxlaw.com

Correspondent Name: Charlene Minx

Address Line 1: 401 Wilshire Boulevard, 1200

Address Line 4: Santa Monica, CALIFORNIA 90401

ATTORNEY DOCKET NUMBER:	445-70004
NAME OF SUBMITTER:	Charlene Minx
SIGNATURE:	/Charlene Minx/
DATE SIGNED:	10/05/2022

Total Attachments: 9

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into as of September 13, 2022, by and among Acton Media Inc., a Delaware corporation (the "Assignee"), Dwell Life, Inc., a Delaware corporation ("Dwell Life" or the "Primary Seller"), Dwell Media, LLC, a Delaware limited liability company ("Dwell Media"), Dwell on Design, Inc., a Delaware corporation ("Dwell on Design" together with Dwell Life and Dwell Media, collectively, the "Assignors", each of which may be referred to singly as a "Assignor").

WHEREAS, Assignee and the Assignors have, contemporaneously herewith, entered into an Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignee is acquiring substantially all of the Business. Capitalized terms used but not defined herein shall have the definitions given to them in the Purchase Agreement.

WHEREAS, Assignee and the Assignors have entered into this Assignment to further evidence and effect the transfer by the Assignors to Assignee of the trademarks, registrations, and registration applications set forth on Schedule A attached hereto (collectively, the "Assigned Trademarks").

WHEREAS, Assignee is the successor to the portion of the business to which the Assigned Trademarks pertain, and that business is ongoing and existing, pursuant to Section 10 of the Trademark Act, 15 U.S.C. § 1060; 37 C.F.R. § 3.16.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors do hereby sell, assign, transfer, and set over to Assignee their entire right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks, and all other corresponding rights that are or may be secured under the laws of the United States and any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignors if this Assignment had not been made, together with all income, royalties, damages, or payments due or payable as of the Closing Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

The Assignors hereby authorize and request the Commissioner for Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Assigned Trademarks. Assignee and the Assignors hereby acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignee and the Assignors with respect to the Assigned Trademarks. The parties hereto acknowledge and agree that the representations, warranties, covenants, agreements, and indemnities contained in the Purchase Agreement shall remain in full force and effect to the full extent provided therein, and nothing contained in this Assignment shall supersede the Purchase Agreement or any provision contained therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

[Signature page follows]

IN WITNESS WHEREOF, the Assignors and Assignee have caused this Trademark Assignment to be executed by their duly authorized representatives as of the Closing Date.

ASSIGNEE:

Acton Media Inc.

DocuSigned by:
By: Lance Johnson
Name: Lance Johnson
Title: Chief Executive Officer

ASSIGNORS:

Dwell Life, Inc.

DocuSigned by:
By: Zachary Klein
Name: Zachary Klein
Title: Chief Executive Officer

Dwell Media, LLC

By: Dwell Life, Inc.
Title: Manager

DocuSigned by:
By: Zachary Klein
Name: Zachary Klein
Title: Chief Executive Officer

Dwell on Design, Inc.

DocuSigned by:
By: Lara Hedberg Deam
Name: Lara Hedberg Deam
Title: Chief Executive Officer

Schedule A
Trademarks

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
BY DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87230502 / 08-Nov- 2016	N/A – app still pending	19-Oct-2022 2nd SOU/Ext ALLOWED
BY DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87230024 / 08-Nov- 2016	N/A – still pending	19-Oct-2022 2nd SOU/Ext ALLOWED
BY DWELL MAGAZINE	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87230507 / 08-Nov- 2016	N/A – still pending	19-Oct-2022 2nd SOU/Ext ALLOWED
BY DWELL MAGAZINE	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87230029 / 08-Nov- 2016	6549832 / 09-Nov-2021	09-Nov-2027 8&15 REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86004635 / 08-Jul- 2013	4509770 / 08-Apr-2014	08-Apr-2024 8&9 renewal REGISTERED
DWELL (stylized) dwell	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	77612729 / 12-Nov- 2008	3638812 / 16-Jun-2009	16-Jun-2029 8&9 renewal REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	77614741 / 14-Nov- 2008	3639000 / 16-Jun-2009	16-Jun-2029 8&9 renewal REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	77612779 / 12-Nov- 2008	3660406 / 28-Jul-2009	28-Jul-2029 8&9 renewal REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
DWELL	US	DWELL LIFE, INC. (Delaware Corporation) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86872043 / 11-Jan- 2016	5149195 / 28-Feb-2017	28-Feb-2023 8&15 REGISTERED
DWELL	US	DWELL LIFE, INC. (Delaware Corporation) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86872039 / 11-Jan- 2016	6013862 / 17-Mar-2020	17-Mar-2026 8&15 REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87140499 / 16-Aug- 2016	6540053 / 26-Oct-2021	26-Oct-2027 8&15 REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87140495 / 16-Aug- 2016	5556313 / 04-Sep-2018	04-Sep-2024 8&15 REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	90558562 / 03-Mar- 2021	N/A – app still pending	28-Dec-2022 2nd SOU/Ext ALLOWED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87426500 / 26-Apr- 2017	N/A – app still pending	23-Dec-2022 5th SOU/Ext ALLOWED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	78860261 / 12-Apr- 2006	3486397 / 12-Aug-2008	12-Aug-2028 8&9 renewal REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	75800343 / 08-Oct- 1999	2452089 / 15-May-2001	15-May-2031 8&9 renewal REGISTERED
DWELL	US	DWELL MEDIA LLC (Delaware LLC)	78803485 / 31-Jan- 2006	3671030 / 18-Aug-2009	18-Aug-2029 8&9 renewal REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
		595 Pacific Avenue, 4th Floor, San Francisco, CA 94133			
DWELL HOMES	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86418453 / 08-Oct- 2014	5060064 / 11-Oct-2016	11-Oct-2026 8&9 renewal REGISTERED
DWELL HOMES	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86418325 / 08-Oct- 2014	5041772 / 13-Sep-2016	13-Sep-2022 8&15 REGISTERED
DWELL HOMES	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	86418345 / 08-Oct- 2014	5041773 / 13-Sep-2016	13-Sep-2026 8&9 renewal REGISTERED
DWELL MADE	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	87816362 / 01-Mar- 2018	5579874 / 09-Oct-2018	09-Oct-2024 8&15 REGISTERED
DWELL MEDIA	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	77929353 / 05-Feb- 2010	4020163 / 30-Aug-2011	30-Aug-2031 8&9 renewal REGISTERED
DWELL ON DESIGN	US	DWELL MEDIA LLC (Delaware LLC) 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	78946724 / 07-Aug- 2006	3255952 / 26-Jun-2007	26-Jun-2027 8&9 renewal REGISTERED
DWELL	Argentina	Dwell Media, LLC 550 Kearny Street, Suite 710, San Francisco, CA 94018	3260062 / 28-Jun- 2013	2786234 / 10-Feb-2016	17-Feb-2026 renewal REGISTERED
DWELL	Argentina	Dwell Media, LLC 550 Kearny Street, Suite 710, San Francisco, CA 94018	3260065 / 28-Jun- 2013	2786235 / 10-Feb-2016	17-Feb-2026 renewal REGISTERED
DWELL	Argentina	Dwell Media, LLC 550 Kearny Street, Suite 710, San Francisco, CA 94018	3260067 / 28-Jun- 2013	2670997 / 04-Aug-2014	14-Aug-2024 renewal REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
DWELL	Australia	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	1296697 / 25-Mar- 2009 IR 869926	1296697 / 25-Mar-2009 IR 869926 07-Jan-2005	WIPO renewal due: 07-Jan-2025 REGISTERED
DWELL (and Design) dwell	Australia	Dwell Media, LLC 901 Battery Street, Suite 401, San Francisco CA 94111	1290831 / 23-Mar- 2009	1290831 / 11-Jan-2010	23-Mar-2029 renewal REGISTERED
DWELL (and Design) dwell	Australia	Dwell Media, LLC 901 Battery Street, Suite 401, San Francisco CA 94111	1290834 / 23-Mar- 2009	1290834 / 11-Jan-2010	23-Mar-2029 renewal REGISTERED
DWELL	Canada	Dwell Media, LLC 111 Sutter Street, Suite 600 San Francisco, CA 94104	1400976 / 25-Jun- 2008	TMA754250 / 30-Nov-2009	30-Nov-2024 renewal
DWELL	China	Dwell Media, LLC 595 Pacific Avenue, 4th Floor San Francisco CA 94133	IR 1077657 / 16-Mar- 2011	IR 1077657 / 16-Mar-2011	WIPO renewal due: 16-Mar-2031
DWELL	Denmark	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	VA 2010 00124 / 01-May- 2006	VR 2010 01332 / 01-Jun-2010	01-Jun-2030 renewal
DWELL	Denmark	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	IR 869926 / 07-Jan- 2005	IR 869926 / 07-Jan-2005	WIPO renewal due: 07-Jan-2025
DWELL	EU	Dwell Media LLC 550 Kearny Street, Suite 710, San Francisco, CA 94108	011935434 / 26-Jun- 2013	011935434 / 16-Apr-2015	26-Jun-2023 renewal
DWELL	Hong Kong	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	301896814 / 21-Apr- 2011	301896814 / 26-Jan-2012	20-Apr-2031 renewal REGISTERED
DWELL	India	Dwell Life, Inc. 111 Sutter St, Suite 600, San Francisco, CA 94104	2141698 / 09-May- 2011	1433069 / 03-Jan-2017	09-May-2031 renewal REGISTERED
DWELL	Indonesia Corsearch indicates "CANCELLED" but ID TMO indicates "REGISTERED"	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	J00201101 9796 / 20-May- 2011	IDM000377665 / 03-Dec-2012	20-May-2031 renewal REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
DWELL	Indonesia Corsearch indicates "CANCELLED" but ID TMO indicates "REGISTERED"	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	D00201101 9791 / 20-May- 2011	IDM000380500 / 28-Dec-2012	20-May-2031 renewal REGISTERED
DWELL	Malaysia	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	201100863 8 / 13-May- 2011	2011008638 / 16-Jul-2012	13-May-2031 renewal REGISTERED
DWELL	Malaysia	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	201100863 9 / 13-May- 2011	2011008639 / 09-May-2031	13-May-2031 renewal REGISTERED
DWELL	Mexico	Dwell Media, LLC 901 Battery Street, Suite 401 San Francisco, CA 94111	011985094 9021 / 21-Jul- 2008	1052677 / 31-Jul-2008	21-Jul-2028 renewal REGISTERED
DWELL	New Zealand	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	975751 / 17-Apr- 2013	975751 / 30-Oct-2013	17-Apr-2023 renewal REGISTERED
DWELL	Philippines	Dwell Media, LLC 111 Sutter Street, Suite 600, San Francisco, CA 94104	4/2011/337 2 / 24-Mar- 2011	3372 / 10-Nov-2011	10-Nov-2031 renewal REGISTERED
DWELL	Singapore	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	T1117757B / 22-Mar- 2011 IR 869926	T1117757B / 22-Mar-2011 IR 869926 07-Jan-2005	WIPO renewal due: 07-Jan-2025 REGISTERED
dwell (stylized) dwell	Singapore	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	T0907768Z / 14-Jul- 2009	T0907768Z / 14-Jul-2009	14-Jul-2029 renewal REGISTERED
DWELL	Singapore	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	T1000360J / 02-Jul- 2008	T1000360J / 02-Jul-2008	02-Jul-2028 renewal REGISTERED
DWELL	Singapore	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	T1101030I / 27-Jan- 2011	T1101030I / 27-Jan-2011	27-Jan-2031 renewal REGISTERED
DWELL	Singapore	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	T0810495J / 02-Jul- 2008	T0810495J / 02-Jul-2008 IR 869926 07-Jan-2005	WIPO renewal due: 07-Jan-2025 REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
			IR 869926 *Transform ed from T1000360J		
DWELL	South Korea	Dwell Media, LLC 595 Pacific Avenue, 4th Floor San Francisco CA 94133	412011008 5152 / 16-Nov- 2011	IR 1077657 / 07-Feb-2012 IR 1077657 / 16-Mar-2011	WIPO renewal due: 16-Mar-2031 REGISTERED
DWELL	Sweden	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	2010/00277 / 14-Jan- 2010	409788 / 05-Mar-2010	05-Mar-2030 renewal REGISTERED
DWELL	Sweden	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco, CA 94133	IR 869926 / 01-May- 2006	IR 869926 / 07-Jan-2005	WIPO renewal due: 07-Jan-2025 REGISTERED
DWELL	Taiwan	Dwell Media, LLC 550 Kearny Street, Suite 710, San Francisco, CA 94018	100022946 / 10-May- 2011	01512505 / 01-Apr-2012	31-Mar-2032 renewal REGISTERED
DWELL	Thailand	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	806501 / 23-May- 2011	KOR363150 / 25-Mar-2013	22-May-2031 renewal REGISTERED
DWELL	Thailand	Dwell Media, LLC 595 Pacific Avenue, 4th Floor, San Francisco CA 94133	806502 / 23-May- 2011	BOR73522 / 28-Jun-2016	22-May-2031 renewal REGISTERED
DWELL	United Kingdom	Dwell Media LLC 595 Pacific Ave, 4th Floor, San Francisco, CA 94133	UK000025 06852 / 21-Jan- 2009	UK0000250685 2 / 10-Sep-2010	21-Jan-2029 renewal REGISTERED
DWELL	United Kingdom	Dwell Media LLC 550 Kearny Street, Suite 710, San Francisco, CA 94108	UK009119 35434 26-Jun- 2013	UK0091193543 4 16-Apr-2015	26-Jun-2023 renewal REGISTERED
DWELL	Vietnam	Dwell Media, LLC 595 Pacific Avenue, 4th Floor San Francisco CA 94133	IR 1077657 / 16-Mar- 2011	IR 1077657 / 16-Mar-2011	WIPO renewal due: 16-Mar-2031 REGISTERED
DWELL	WIPO	Dwell Media, LLC 595 Pacific Avenue, 4th Floor San Francisco CA 94133	IR 869926 / 07-Jan- 2005	IR 869926 / 07-Jan-2005	07-Jan-2025 WIPO renewal REGISTERED

Trademark	Country	Current Owner	App No / App Filing Date	Reg. No / Reg. Date	Next Deadline / Status
DWELL	WIPO	Dwell Media, LLC 595 Pacific Avenue, 4th Floor San Francisco CA 94133	IR 1077657 / 16-Mar- 2011	IR 1077657 / 16-Mar-2011	16-Mar-2031 renewal REGISTERED