

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM768769

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PACKAGING MACHINERY MANUFACTURERS INSTITUTE, INC.		11/15/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Endeavor Business Media, LLC		
Street Address:	30 Burton Hills Blvd, Suite 185		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37215		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2858954	AUTOMATION WORLD	
Registration Number:	2858953	AUTOMATION WORLD	
CORRESPONDENCE DATA			
Fax Number:	6154690451		
<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:	6154690451		
Email:	kevin@trusttree.com		
Correspondent Name:	Kevin P. Hartley		
Address Line 1:	798 Berry Road, #41400		
Address Line 4:	Nashville, TENNESSEE 37204		
NAME OF SUBMITTER:	Kevin P. Hartley		
SIGNATURE:	/Kevin P. Hartley/		
DATE SIGNED:	11/18/2022		
Total Attachments: 5			
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EXHIBIT B

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“**Trademark Assignment**”), dated and effective as of November 15, 2022, is made by PACKAGING MACHINERY MANUFACTURERS INSTITUTE, INC., a Delaware corporation, 12930 Worldgate Drive, Suite 200, Herndon, VA (“**Seller**”), and Endeavor Business Media, LLC, a Delaware limited liability company (“**Buyer**”), the buyer of certain assets of Seller pursuant to the Asset Purchase Agreement of eventdate herewith (the “**Asset Purchase Agreement**”).

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, the Purchased IP of Seller, and has agreed to execute and deliver this Trademark Assignment related thereto as a requirement of the Asset Purchase Agreement, which may be recorded with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions;

WHEREAS, the Seller and Buyer wish to confirm the assignment of the Assigned Trademarks, as defined below, in writing; and

WHEREAS, terms not otherwise defined herein have the meaning assigned to them in the Asset Purchase Agreement.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably and unconditionally convey, transfer, and assign to Buyer, and Buyer hereby accepts, all of Seller’ right, title, and interest in and to the following:

(a) trademarks, service marks, service names, brand names, trade dress, trade names, logos, and other source or business identifiers, together with all of the goodwill associated with any of the foregoing, and any registrations, applications for registration, renewals and extensions of any of the foregoing that are exclusively related to the Publication and used in the Business, including the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “**Assigned Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule 1 hereto, the transfer of such applications accompanies, pursuant to the Asset Purchase Agreement, that portion of the Business to which the trademark pertains, and that Business is ongoing and existing;

(b) all rights of any kind whatsoever of Seller accruing under any of the Assigned Trademarks provided by applicable Law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the Assigned Trademarks; and

(d) any and all claims and causes of action with respect to any of the Assigned Trademarks, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right

but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorize the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Buyer. Following the date hereof, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Buyer, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

[SIGNATURE PAGES FOLLOW]

AGREED TO AND ACCEPTED:

BUYER:

Endeavor Business Media, LLC

By: 
Name: Chris Ferrell
Title: Chief Executive Officer

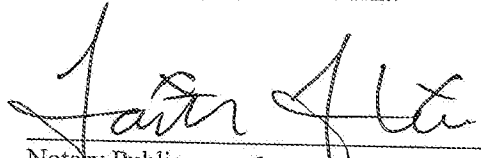
ACKNOWLEDGMENT

STATE OF TENNESSEE

COUNTY OF DAVIDSON

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)SS.
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On the ____ day of November 2022, before me personally appeared Chris Ferrell, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he executed the same in his authorized capacity as the Chief Executive Officer of Endeavor Business Media, LLC, the limited liability company described above and acknowledged the instrument to be the free act and deed of Endeavor Business Media, LLC for the uses and purposes mentioned in the instrument.


Notary Public
Printed Name: Faith Hill

My Commission Expires: _____
My Commission Expires: May 9, 2026



Signature Page to Trademark Assignment Agreement

SCHEDULE 1

Assigned Trademarks

Trademark Registrations

Mark	Jurisdiction	App. Serial No.	Registration Number	Registration Date	Class No.
AUTOMATION WORLD	US	78196088	2858954	June 29, 2004	9
AUTOMATION WORLD	US	78196082	2858953	June 29, 2004	16