

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM776938

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900727288		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advance Magazine Publishers, Inc.		10/13/2022	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	W Media LLC		
Street Address:	315 Park Ave S, 12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1882171	W	
CORRESPONDENCE DATA			
Fax Number:	4159441110		
<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:	415-885-9800		
Email:	trademark@prangerlaw.com		
Correspondent Name:	Gail I. Nevius Abbas		
Address Line 1:	88 Guy Place, Suite 405		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	13347		
NAME OF SUBMITTER:	GAIL I. NEVIUS ABBAS		
SIGNATURE:	/GAIL I. NEVIUS ABBAS/		
DATE SIGNED:	12/28/2022		
Total Attachments: 1			
source=2022 TM Assignment-US REG 1882171-W-ADVANCE TO W MEDIA#page1.tif			

TRADEMARK ASSIGNMENT

This assignment is made by and between **Advance Magazine Publishers, Inc.**, a New York corporation, 1 World Trade Center, New York, New York 10007, United States ("Assignor"), and **W Media LLC**, a Delaware Limited Liability Company, 315 Park Avenue South, 12th Floor, New York, New York 10010, United States of America ("Assignee").

WHEREAS, Advance Magazine Publishers, Inc. owns all title, rights, and interest in and to the W trademark reflected in United States Registration 1882171, along with the goodwill of the business appurtenant to said mark and the portion of the business to which the mark pertains;

And WHEREAS, by the Intellectual Property Instrument of Assignment dated June 24, 2019, Advance Magazine Publishers, Inc. conveyed additional W trademarks to another company, Future Media Group, Inc., all as reflected in the Assignment recorded at Reel/Frame 6688/0786 of the USPTO Assignment Division Records, but inadvertently the W trademark reflected in United States Registration 1882171 was omitted from the Assignment;

And WHEREAS, subsequently the same additional W trademarks were conveyed again ultimately to the current successor in interest, W Media LLC, all as reflected in the further Assignments recorded at Reel/Frame 7201/0567 and Reel/Frame 7225/0786 of the USPTO Assignment Division Records, but inadvertently the W trademark reflected in United States Registration 1882171 was omitted from the Assignment;

And WHEREAS, to give effect to the original intention of the parties in the preceding Assignments of record, Advance Magazine Publishers, Inc. wishes to assign all right, title, and interest in the W trademark and US Registration 1882171 therefore, and the goodwill associated with the same and the portion of the business to which the mark pertains, to Assignee;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee effective as of the last signing date below, all right, title, and interest in and to the W trademark and corresponding US Registration 1882171, together with all derivations thereof and including all goodwill associated therewith, and any and all claims, demands, and causes of action for infringement of the mark, past, present, and future, subject to any existing licenses to the mark, and all of the proceeds from the foregoing.

Assignor,
Advance Magazine Publishers, Inc.

Assignee,
W Media LLC

By: WPK
William Bowes
Title: Vice President

By: BG
Bryan Goldberg
Title: Managing Partner

Date: Oct 13, 2022

Date: 10/14/2022