

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM781903

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gray Media Group, Inc.		01/19/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Entertainment Content, Inc.		
Street Address:	1925 Century Park East, 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4431894	THE MAGIC OF MARCH	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	Loeb & Loeb LLP		
Address Line 2:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
NAME OF SUBMITTER:	Brianna Cloud		
SIGNATURE:	/Brianna Cloud/		
DATE SIGNED:	01/20/2023		
Total Attachments: 1			
source=2023.01.19.Trademark Assignment - The Magic of March.executed#page1.tif			

OP \$40.00 4431894

TRADEMARK ASSIGNMENT

WHEREAS, Gray Media Group, Inc. (“Assignor”), a Delaware corporation, is the record owner of the United States trademark registration number 4431894 of the mark THE MAGIC OF MARCH (the “Registration”);

WHEREAS, Entertainment Content, Inc. (“Assignee”), a California corporation, having a place of business at 1925 Century Park East, 10th Floor, Los Angeles, California 90067, desires to acquire record ownership of the Registration;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, its entire rights, title and interest, whether statutory or at common law, in and to the mark THE MAGIC OF MARCH, together with the goodwill of the business symbolized by the mark, and all corresponding registrations and applications including but not limited to the Registration, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Registration and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective this 19th day of January 2022:3

Gray Media Group, Inc.

By: EB Yelverton

Name: Ellenann B. Yelverton

Title: SVP, Asst. Secretary