

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM789057

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900748467

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Weider Publications, LLC		12/15/2022	Limited Liability Company: DELAWARE

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: 48

Property Type	Number	Word Mark
Serial Number:	74703305	BIKE
Serial Number:	87752364	BIKE MAG
Serial Number:	75592661	CANOE & KAYAK
Serial Number:	78716977	GRINDTV
Serial Number:	85841222	JACKED IN A BOX
Serial Number:	73679354	MEN'S FITNESS
Serial Number:	74664965	MEN'S FITNESS
Serial Number:	75230631	MEN'S FITNESS
Serial Number:	85915558	MEN'S FITNESS
Serial Number:	75340024	MEN'S JOURNAL
Serial Number:	76298126	MIND & BODY
Serial Number:	77354095	NEWSCHOOLERS
Serial Number:	77020393	NORA
Serial Number:	87312646	PACIFIC PADDLE GAMES
Serial Number:	73075012	POWDER
Serial Number:	86088234	POWDER
Serial Number:	86396739	RIDE BMX
Serial Number:	77577693	SKATE & CREATE

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85973853	SKATE BOARDER
Serial Number:	77594383	SKATEBOARDER
Serial Number:	86983809	SKATEBOARDER MAGAZINE
Serial Number:	77574023	SNOWBOARDER
Serial Number:	78218643	STUPIDVIDEOS
Serial Number:	75863849	SUPERPARK
Serial Number:	73075010	SURFER
Serial Number:	85461826	SURFER
Serial Number:	85650801	SURFER
Serial Number:	86826475	SURFER
Serial Number:	87203082	SURFER
Serial Number:	87332013	SURFER [THE BAR]
Serial Number:	77490975	SURFER POLL
Serial Number:	73210103	SURFING
Serial Number:	77365556	SWELLWATCH
Serial Number:	85916218	THE NEW MEASURE OF SUCCESS
Serial Number:	86721615	THE ORIGINAL SKATE BOARDER MAGAZINE
Serial Number:	86389981	TRANSWORLD
Serial Number:	86389992	TRANSWORLD
Serial Number:	75951082	TRANSWORLD MOTOCROSS
Serial Number:	77298529	TRANSWORLD MOTOCROSS
Serial Number:	77298555	TRANSWORLD MOTOCROSS
Serial Number:	73741969	TRANSWORLD SKATEBOARDING
Serial Number:	75712750	TRANSWORLD SKATEBOARDING
Serial Number:	75765720	TRANSWORLD SKATEBOARDING
Serial Number:	88846771	TRANSWORLD SKATEBOARDING
Serial Number:	77744196	TRANSWORLD SKATEBOARDING AWARDS
Serial Number:	77432975	TRANSWORLD SNOWBOARDING
Serial Number:	87372390	TRANSWORLD SNOWBOARDING RIDERS POLL AWAR
Serial Number:	85492528	TWMX RACE SERIES

CORRESPONDENCE DATA

Fax Number: 2066826031

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: 206-622-4900

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 ADV. NETWORK
NAME OF SUBMITTER:	Syed Abedi
SIGNATURE:	/Syed Abedi/
DATE SIGNED:	02/23/2023

Total Attachments: 10

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this “*Agreement*”) is made and entered into as of December 15, 2022 (the “*Effective Date*”) by and between Weider Publications, LLC, a Delaware limited liability company (“*Assignor*”) and The Arena Media Brands, LLC, a Delaware limited liability company (“*Assignee*”).

WHEREAS, Assignor, Assignee, and Parent (as defined in the Purchase Agreement) have entered into that certain Asset Purchase Agreement, dated as of the Effective Date (“*Purchase Agreement*”), pursuant to which Assignor agreed to sell to Assignee, and Assignee agreed to purchase from Assignor, certain assets, including all of Assignor’s right, title and interest in and to Assignor’s trademarks, service marks, and trade names, together with the goodwill associated with and symbolized by them, listed in Schedule A hereto (all such trademarks, service marks, and trade names referred to collectively as the “*Assigned Trademarks*”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee each hereby agree as follows:

1. Assignment. Assignor hereby irrevocably sells, assigns, transfers, conveys and delivers to Assignee and its successors and assigns, and Assignee hereby purchases and accepts from Assignor, all of Assignor’s right, title and interest in, to and under the Assigned Trademarks, including, without limitation, all common law rights for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights, and all goodwill associated with the Assigned Trademarks and symbolized thereby, and that portion of the business which is ongoing and existing to which the Assigned Trademarks pertain, together with all claims that it might have, at law or in equity, including the right to sue and recover damages, for future, present and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of Assignor in all matters related to the Assigned Trademarks.

2. Further Assurances.

a. Assignor agrees to execute and deliver such other documents and to take all such other actions which Assignee, its successors and/or assigns may reasonably request, at Assignee’s sole cost, to effect the terms of this Agreement, and to execute and deliver such other instruments of conveyance and other documentation as may be reasonably required to effect the terms of this Agreement and its recordation in relevant state and national trademark offices.

b. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any officer of any country or countries foreign to the United States, to record Assignee as assignee and owner of the items listed on Schedule A hereto.

3. Miscellaneous.

a. This Agreement shall be construed and interpreted in accordance with the Purchase Agreement. Nothing in this Agreement shall, or shall be deemed to, modify or otherwise affect any provisions of the Purchase Agreement or modify or affect any of the rights or obligations of the parties under the Purchase Agreement. In the event of any conflict between the provisions of this Agreement and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement shall govern and control.

b. This Agreement may not be supplemented, amended or modified in any manner except by a writing signed by both parties hereto. The failure of any party to enforce any terms or provisions of this Agreement shall not waive any of its rights under such terms or provisions. This Agreement shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.


c. This Agreement may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. The delivery by facsimile or by electronic delivery in PDF format (or any electronic signature complying with the U.S. federal ESIGN Act of 2000) of this Agreement with all executed signature pages (in counterparts or otherwise) shall be sufficient to bind the parties hereto to the terms and conditions set forth herein.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have caused the Trademark Assignment Agreement to be signed as of the Effective Date.

ASSIGNOR:

WEIDER PUBLICATIONS, LLC

By:  _____
4E965B26DD904E3

Name: Marc Fierman

Title: Executive Vice President, Chief Financial Officer

ASSIGNEE:

THE ARENA MEDIA BRANDS, LLC

By: _____

Name: Ross Levinsohn

Title: Chief Executive Officer

[Signature Page to Trademark Assignment Agreement]

**TRADEMARK
REEL: 007981 FRAME: 0356**

IN WITNESS WHEREOF, the parties have caused the Trademark Assignment Agreement to be signed as of the Effective Date.

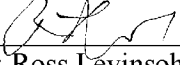
ASSIGNOR:

WEIDER PUBLICATIONS, LLC

By: _____
Name:
Title:

ASSIGNEE:

THE ARENA MEDIA BRANDS, LLC

By:  _____
Name: Ross Levinsohn
Title: Chief Executive Officer

[Signature Page to Trademark Assignment Agreement]

**TRADEMARK
REEL: 007981 FRAME: 0357**

SCHEDULE A

U.S. Federal Trademarks

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
1.	BIKE	United States	74703305 Jul-19-1995	2054003 Apr-22-1997	16 Publications, namely, magazines featuring mountain bicycling	Weider Publications, LLC	Registered
2.	BIKE MAG	United States	87752364 Jan-11-2018	5973595 Jan-28-2020	25 Apparel, namely, t-shirts, sweatshirts, sweat pants, shorts, shirts, pants, jackets, headwear, and footwear	Weider Publications, LLC	Registered
3.	CANOE & KAYAK	United States	75592661 Nov-10-1998	2401348 Nov-7-2000	16 magazines in the field of canoeing and kayaking 42 computer services, namely, providing on-line interactive magazines in the field of canoeing and kayaking	Weider Publications, LLC	Registered
4.	GRINDMEDIA	United States	85585070 Mar-30-2012	4340997 May-28-2013	16 Magazines, newsletters, brochures, leaflets, and event programs featuring content of interest to action sports enthusiasts	Weider Publications, LLC	Registered
5.	GRINDMEDIA	United States	85585249 Mar-30-2012	4341000 May-28-2013	41 Providing online entertainment information of interest to action sports and comedy enthusiasts	Weider Publications, LLC	Registered
6.	GRINDMEDIA	United States	85585083 Mar-30-2012	4340998 May-28-2013	16 Magazines, newsletters, brochures, leaflets, and event programs featuring content of interest to action sports enthusiasts	Weider Publications, LLC	Registered
7.	GRINDMEDIA	United States	85585264 Mar-30-2012	4341001 May-28-2013	41 Providing online entertainment information of interest to action sports and comedy enthusiasts	Weider Publications, LLC	Registered
8.	GRINDTV	United States	78716977 Sep-20-2005	3262849 Jul-10-2007	38 Streaming of audio and video material on the internet in the field of sporting events and content relating to athletic participants	Weider Publications, LLC	Registered
9.	JACKED IN A BOX	United States	85841222 Feb-5-2013	4569148 Jul-15-2014	35 On-line ordering services featuring a subscription service enabling customers to sample dietary supplements	Weider Publications, LLC	Registered
10.	MEN'S FITNESS	United States	73679354 Aug-19-1987	1519426 Jan-3-1989	16 Magazines dealing with a variety of topics	Weider Publications, LLC	Registered
11.	MEN'S FITNESS	United States	74664965 Apr-24-1995	1956592 Feb-13-1996	16 Magazine dealing with a variety of topics	Weider Publications, LLC	Registered

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
12.	MEN'S FITNESS	United States	75230631 Jan-24-1997	2197109 Oct-20-1998	42 Computer services, namely, providing on-line magazines in the field of health and fitness; and providing information in the field of health and fitness via a global communication information network site.	Weider Publications, LLC	Registered
13.	MEN'S FITNESS	United States	85236428 Feb-8-2011	4556230 Jun-24-2014	5 Dietary and nutritional supplements	Weider Publications, LLC	Registered
14.	MEN'S FITNESS	United States	85915558 Apr-26-2013	4509454 Apr-8-2014	16 Magazines featuring health and fitness topics	Weider Publications, LLC	Registered
15.	MEN'S JOURNAL (Block)	United States	75340024 Jul-25-1997	2165985 Jun-16-1998	16 General interest periodical for men	Weider Publications, LLC	Registered
16.	MENSJOURNAL	United States	76288458 Jul-20-2001	2600881 Jul-30-2002	42 Providing online information and magazines featuring topics of general interest for men	Weider Publications, LLC	Registered
17.	MIND & BODY (Stylized)	United States	76298126 Aug-11-2001	2619152 Sep-10-2002	16 Magazine section featuring information on fitness, health and grooming directed towards men	Weider Publications, LLC	Registered
18.	NEWSCHOOLERS	United States	77354095 Dec-17-2007	3479943 Aug-5-2008	41 Electronic publishing services, namely, publication of text and graphic works of others on the world wide web featuring skiing and snowboarding; Entertainment Services, namely, providing a website featuring, photographic, audio, video and prose presentations featuring skiing and snowboarding; On-line journals, namely, blogs featuring skiing and snowboarding; publication of the editorial content relating to skiing and snowboarding of sites accessible via a global computer network	Weider Publications, LLC	Registered
19.	NORA	United States	77020393 Oct-13-2006	3243437 May-22-2007	41 Providing recognition and incentives by the way of awards to demonstrate excellence in the field of bmx racing	Weider Publications, LLC	Registered
20.	PACIFIC PADDLE GAMES	United States	87312646 Jan-25-2017	5421311 Mar-13-2018	41 Entertainment services in the nature of conducting, organizing, and sanctioning paddle sport events and competitions	Weider Publications, LLC	Registered
21.	POWDER	United States	73075012 Jan-22-1976	1066706 May-31-1977	16 Periodical magazine dealing with skiing	Weider Publications, LLC	Registered
22.	POWDER	United States	86088234 Oct-10-2013	4533554 May-20-2014	41 Providing a website featuring non-downloadable publications in the nature of magazines in the field of skiing and related topics of interest	Weider Publications, LLC	Registered

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
23.	RIDE BMX	United States	86396739 Sep-16-2014	5546147 Aug-21-2018	41 Entertainment services, namely, production of video programming featuring action sports for distribution via video-on-demand and internet; all of the foregoing excluding winter sports performed primarily on snow or ice, such as skiing or snowboarding	Weider Publications, LLC	Registered
24.	SKATE & CREATE	United States	77577693 Sep-24-2008	3618951 May-12-2009	9 Downloadable electronic publications in the nature of magazines in the field of skateboarding 16 Printed publications, namely, magazines and photographs in the field of skateboarding 41 Providing on-line e-zines in the field of skateboarding; entertainment in the nature of skateboarding competitions	Weider Publications, LLC	Registered
25.	SKATE BOARDER	United States	85973853 Jun-30-2013	4661204 Dec-23-2014	18 Backpacks	Weider Publications, LLC	Registered
26.	SKATEBOARDER	United States	77594383 Oct-16-2008	3697917 Oct-20-2009	41 Computer services, namely, providing on-line non-downloadable magazines and archived magazine articles concerning skateboarding	Weider Publications, LLC	Registered
27.	SKATEBOARDER MAGAZINE	United States	86983809 Apr-20-2015	5487075 Jun-5-2018	25 Shirts; Sweatshirts; T-shirts	Weider Publications, LLC	Registered
28.	SNOWBOARDER	United States	77574023 Sep-19-2008	3891738 Dec-21-2010	16 Magazines concerning mountain and snow sports 41 computer services, namely, providing on-line non-downloadable magazines and archived magazine articles concerning mountain and snow sports	Weider Publications, LLC	Registered
29.	STUPIDVIDEOS	United States	78218643 Feb-25-2003	2984918 Aug-16-2005	38 Streaming of video material on the Internet	Weider Publications, LLC	Registered
30.	SUPERPARK	United States	75863849 Dec-3-1999	2398008 Oct-24-2000	41 Entertainment services in the nature of extreme sports exhibitions and competitions	Weider Publications, LLC	Registered
31.	SURFER	United States	73075010 Jan-22-1976	1066705 May-31-1977	16 Periodical magazine	Weider Publications, LLC	Registered
32.	SURFER	United States	85461826 Nov-1-2011	4392969 Aug-27-2013	43 Bar services; Restaurant services	Weider Publications, LLC	Registered
33.	SURFER	United States	85648846 Jun-11-2012	4449795 Dec-17-2013	16 Calendars	Weider Publications, LLC	Registered

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
34.	SURFER	United States	85650801 Jun-13-2012	4382326 Aug-13-2013	41 Providing a website featuring non-downloadable publications in the nature of magazines in the field of surfing and other topics of interest to the surfing community	Weider Publications, LLC	Registered
35.	SURFER	United States	86826475 Nov-19-2015	5675596 Feb-12-2019	24 Beach towels	Weider Publications, LLC	Registered
36.	SURFER	United States	87203082 Oct-14-2016	5728308 Apr-16-2019	25 Casual apparel not specifically designed for use while surfing or for surfers, namely, swimsuits, shorts, t-shirts, sweatshirts, sweatpants, hooded sweatshirts, cover-ups, shirts, pants, jackets, headwear, headbands, wrist bands and footwear	Weider Publications, LLC	Registered
37.	SURFER [THE BARI]	United States	87332013 Feb-10-2017	5964363 Jan-21-2020	43 Restaurant and bar services	Weider Publications, LLC	Registered
38.	SURFER POLL	United States	77490975 Jun-4-2008	3645988 Jun-30-2009	41 Providing recognition to individuals by means of annual awards for distinguished achievement in the surfing industry; providing incentives to persons by means of annual awards to demonstrate excellence in the field of surfing	Weider Publications, LLC	Registered
39.	SURFING	United States	73210103 Apr-2-1979	1234543 Apr-12-1983	16 magazine published monthly	Weider Publications, LLC	Registered
40.	SWELL WATCH	United States	77365556 Jan-7-2008	3528894 Nov-4-2008	41 Providing an on-line database featuring information concerning wave and surfing conditions	Weider Publications, LLC	Registered
41.	THE NEW MEASURE OF SUCCESS	United States	85916218 Apr-26-2013	4519134 Apr-22-2014	16 Newspapers in the field of general interests 41 Publication of newspapers for general circulation provided through a global computer network	Weider Publications, LLC	Registered
42.	THE ORIGINAL SKATE BOARDER MAGAZINE	United States	86721615 Aug-11-2015	5745780 May-7-2019	25 Footwear; Headwear; Hooded pullovers; Jackets; Pants; Shirts; Shorts; Socks; Sweatshirts; T-shirts; Tank-tops	Weider Publications, LLC	Registered
43.	TRANSWORLD	United States	86389981 Sep-9-2014	4971390 Jun-7-2016	41 Entertainment services, namely, providing video programs in the field of action and adventure sports via a global computer network	Weider Publications, LLC	Registered
44.	TRANSWORLD	United States	86389992 Sep-9-2014	5800536 Jul-9-2019	41 Entertainment services, namely, production of video programming featuring action and adventure sports for distribution via broadcast television, cable television, video-on-demand, internet, and home video	Weider Publications, LLC	Registered

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
45.	TRANSWORLD MOTOCROSS	United States	75951082 Mar-3-2000	2643634 Oct-29-2002	16 publications, namely, a magazine in the field of off-road motorcycling or dirt biking	Weider Publications, LLC	Registered
46.	TRANSWORLD MOTOCROSS	United States	77298529 Oct-8-2007	3426698 May-13-2008	9 DVD's featuring motocross racing competitions	Weider Publications, LLC	Registered
47.	TRANSWORLD MOTOCROSS	United States	77298555 Oct-8-2007	3426699 May-13-2008	25 Clothing, namely, hats, t-shirts and sweatshirts	Weider Publications, LLC	Registered
48.	TRANSWORLD SKATEBOARDING	United States	73741969 Jul-25-1988	1544400 Jun-20-1989	16 magazines, calendars, posters, decals and stickers	Weider Publications, LLC	Registered
49.	TRANSWORLD SKATEBOARDING	United States	75712750 May-24-1999	2382801 Sep-5-2000	16 Magazines on the subject of skateboarding	Weider Publications, LLC	Registered
50.	TRANSWORLD SKATEBOARDING	United States	75765720 Aug-2-1999	2395477 Oct-17-2000	25 Clothing and accessories, namely, T- shirts, denim shirts, sweat shirts, jackets, hats, visors, caps, pants and leggings, athletic jerseys, socks and sweaters	Weider Publications, LLC	Registered
51.	TRANSWORLD SKATEBOARDING	United States	88846771 Mar-25-2020	6466277 Aug-31-2021	41 Providing a website featuring entertainment information, how-to sports information, non-downloadable videos, non-downloadable articles, non-downloadable photographs and other non-downloadable multimedia material, all in the field of skateboarding	Weider Publications, LLC	Registered
52.	TRANSWORLD SKATEBOARDING AWARDS	United States	77744196 May-26-2009	3843722 Sep-7-2010	41 Entertainment services, namely, an annual award program for presentation of awards in recognition of distinguished achievement in the field of skateboarding; educational services, namely, providing incentives to persons to demonstrate excellence in the field of skateboarding through the issuance of awards	Weider Publications, LLC	Registered
53.	TRANSWORLD SNOWBOARDING	United States	77432975 Mar-27-2008	3505191 Sep-23-2008	25 Clothing, namely, T-shirts, hats and bandannas featuring the referenced trademark	Weider Publications, LLC	Registered
54.	TRANSWORLD SNOWBOARDING RIDERS POLL AWARDS	United States	87372390 Mar-15-2017	5602166 Nov-6-2018	41 Entertainment services, namely, an annual award program for presentation of awards in recognition of distinguished achievement in the field of snowboarding; education services, namely, providing incentives to persons to demonstrate excellence in the field of snowboarding through the issuance of awards	Weider Publications, LLC	Registered

No.	Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Int'l classes/goods & services	Owner	Status
55.	TWMX RACE SERIES	United States	85492528 Dec-12-2011	4293259 Feb-19-2013	41 Entertainment in the nature of motorsports, motocross, and motorcycle races; entertainment services, namely, arranging and conducting of competitions for motorsports, motocross, and motorcycles; providing various facilities for motorsports, motocross, and motorcycle races and awards programs; entertainment services, namely, providing information online in the field of motorsports, motocross, and motorcycle sporting events and competitions	Weider Publications, LLC	Registered

TRADEMARK

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RECORDED: 02/06/2023