

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM807604

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Vox Media, LLC		04/11/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NowThis Media Group, LLC		
<b>Street Address:</b>	294 Washington St., Suite 500		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02108		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4632953	NOWTHIS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8012393147		
<b>Email:</b>	btucker@kmclaw.com		
<b>Correspondent Name:</b>	BRIAN TUCKER KIRTON MCCONKIE		
<b>Address Line 1:</b>	36 S. STATE STREET, SUITE 1900		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	35439.3		
<b>NAME OF SUBMITTER:</b>	Brian Tucker		
<b>SIGNATURE:</b>	/Brian Tucker/		
<b>DATE SIGNED:</b>	05/03/2023		
<b>Total Attachments: 9</b>			
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## INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (“IP Assignment”), dated as of April 11, 2023, is made by Vox Media, LLC, a Delaware limited liability company (“Vox Media”), in favor of NowThis Media Group, LLC a Delaware limited liability company (“NowThis Media”), pursuant to that certain Contribution and Assignment Agreement dated as of the date hereof (the “Contribution Agreement”). Defined terms used herein will have the meanings assigned to them in the Contribution Agreement.

**WHEREAS**, under the terms of the Contribution Agreement, Vox Media has conveyed and assigned to NowThis Media the Contributed Assets, including certain intellectual property of Vox Media, and has agreed to execute and deliver this IP Assignment.

**NOW THEREFORE**, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Vox Media hereby irrevocably conveys, transfers, and assigns to NowThis Media, and NowThis Media hereby accepts, all of Vox Media’s right, title, and interest in and to the following:

(a) all rights that Vox Media has obtained through use of any of the marks identified on Schedule I including the goodwill of the business to which the marks pertain (the “Trademarks”);

(b) the trademark registrations set forth on Schedule I hereto and all issuances, extensions, and renewals thereof (the “Trademark Registrations”);

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

(d) all claims and causes of action related to any of the Trademarks or the Trademark Registrations, whether accruing before, on or after the date first written above, including, without limitation, 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;

(e) the domain names set forth on Schedule II hereto and all rights associated therewith and extensions and renewals thereof; and

(f) the social media accounts and handles set forth on Schedule III hereto and all rights associated therewith.

2. Recordation and Further Actions. Vox Media hereby agrees to execute any additional documents reasonably required to accomplish and record this IP Assignment.

3. Counterparts. This IP 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 IP 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 IP Assignment.

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

5. Governing Law. This IP 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 IP 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).

**IN WITNESS WHEREOF**, Vox Media has duly executed and delivered this IP Assignment as of the date first above written.

**VOX MEDIA, LLC**

By: *Lauren S. Fisher*

Name: Lauren Fisher

Title: Chief Legal Officer

AGREED TO AND ACCEPTED:

**NOWTHIS MEDIA GROUP, LLC**

By: Vox Media, LLC, its sole member

By: *Lauren S. Fisher*

Name: Lauren Fisher

Title: Chief Legal Officer

[Signature Page to IP Assignment]

**TRADEMARK**  
**REEL: 008108 FRAME: 0602**

**SCHEDULE I**

**TRADEMARKS**

<b>Country</b>	<b>Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Classes</b>	<b>Owner</b>
Canada	NOWTHIS	TMA1040782	Jul 12, 2019	09, 35, 38, 41	Vox Media, LLC
European Union	NOWTHIS	011869856	Jul 4, 2019	09, 35, 38, 41	Vox Media, LLC
United Kingdom	NOWTHIS	UK00911869856	Jul 4, 2019	09, 35, 38, 41	Vox Media, LLC
United States	NOWTHIS	4632953	Nov 4, 2014	09, 35, 38, 41	Vox Media, LLC

**SCHEDULE II****DOMAIN NAMES**

<b>Domain</b>	<b>Expiration</b>	<b>Registrant</b>
nowth.is	6/12/2023	Vox Media Inc
nowthis-news.ch	5/31/2023	G9M Inc
nowthis.info	7/25/2023	VM Domain Admin
nowthis.live	10/28/2023	VM Domain Admin
nowthis.network	11/14/2023	VM Domain Admin
nowthis.news	7/15/2023	VM Domain Admin
nowthis.nyc	10/7/2023	VM Domain Admin
nowthis.tv	6/11/2023	VM Domain Admin
nowthis.uk	7/9/2023	VM Domain Admin
nowthis.us	7/24/2023	VM Domain Admin
nowthis.world	7/24/2023	VM Domain Admin
nowthisdaily.com	3/7/2024	VM Domain Admin
nowthisfood.com	10/11/2023	VM Domain Admin
nowthisknowthis.com	1/3/2024	VM Domain Admin
nowthismedia.com	7/11/2023	VM Domain Admin
nowthismoney.com	7/24/2023	VM Domain Admin
nowthismorning.com	7/27/2023	VM Domain Admin
nowthismornings.biz	7/24/2023	VM Domain Admin
nowthismornings.com	7/24/2023	VM Domain Admin
nowthismornings.info	7/24/2023	VM Domain Admin
nowthismornings.net	7/24/2023	VM Domain Admin
nowthisnews.ch	5/31/2023	G9M Inc
nowthisnews.com	6/27/2023	VM Domain Admin
nowthisnews.live	10/28/2023	VM Domain Admin
nowthisnext.com	8/16/2023	VM Domain Admin
nowthisoriginals.com	1/22/2024	VM Domain Admin

nowhistv.com	7/31/2023	VM Domain Admin
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### SCHEDULE III

#### SOCIAL MEDIA ACCOUNTS AND HANDLES

FACEBOOK	INSTAGRAM
<a href="http://www.facebook.com/nowthisnews">www.facebook.com/nowthisnews</a>	<a href="http://www.instagram.com/nowthisnews">www.instagram.com/nowthisnews</a>
<a href="http://www.facebook.com/nowthispolitics">www.facebook.com/nowthispolitics</a>	<a href="http://www.instagram.com/nowthispolitics">www.instagram.com/nowthispolitics</a>
<a href="http://www.facebook.com/NowthisEarth">www.facebook.com/NowthisEarth</a>	<a href="http://www.instagram.com/nowthisearth">www.instagram.com/nowthisearth</a>
<a href="http://www.facebook.com/nowthisentertainment">www.facebook.com/nowthisentertainment</a>	<a href="http://www.instagram.com/nowthisentertainment">www.instagram.com/nowthisentertainment</a>
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<a href="https://www.facebook.com/NowThisBooze/">https://www.facebook.com/NowThisBooze/</a>	@NowThisEntertainment
<a href="https://www.facebook.com/NowThisFuture/">https://www.facebook.com/NowThisFuture/</a>	@NowThisWeed
TWITTER	@NowthisHer
<a href="http://www.twitter.com/nowthisnews">www.twitter.com/nowthisnews</a>	@NowThisMoney
<a href="http://www.twitter.com/nowthisespanol">www.twitter.com/nowthisespanol</a>	@NowthisFood
<a href="https://twitter.com/NowThisNewsroom">https://twitter.com/NowThisNewsroom</a>	@NowThisChina
<a href="https://twitter.com/NowNerdOfficial">https://twitter.com/NowNerdOfficial</a>	@NowthisIndia
<a href="https://twitter.com/NowThisPolitics">https://twitter.com/NowThisPolitics</a>	
SNAP	
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<a href="https://story.snapchat.com/p/6b44e4e5-0fd4-4c03-b63e-6478440f042c">https://story.snapchat.com/p/6b44e4e5-0fd4-4c03-b63e-6478440f042c</a>	
<a href="https://story.snapchat.com/p/f0ffea8e-0e10-44fe-8359-a7020563a55a">https://story.snapchat.com/p/f0ffea8e-0e10-44fe-8359-a7020563a55a</a>	
<a href="https://story.snapchat.com/p/39d9e5b4-9046-488d-a2b5-94478579aa89">https://story.snapchat.com/p/39d9e5b4-9046-488d-a2b5-94478579aa89</a>	
<a href="https://story.snapchat.com/p/5a416c3a-0fff-4f7e-a542-2e5d31165776">https://story.snapchat.com/p/5a416c3a-0fff-4f7e-a542-2e5d31165776</a>	
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<a href="https://story.snapchat.com/p/c601f591-54e1-42d9-9b6b-5557a345f644">https://story.snapchat.com/p/c601f591-54e1-42d9-9b6b-5557a345f644</a>	

<https://story.snapchat.com/p/03eb5928-6c20-4c93-ba4e-6b730d6a3e3a>

<https://story.snapchat.com/p/be54c2bf-85bf-4119-82e7-c11c3d930788>

<https://story.snapchat.com/p/c07e3b40-16de-445a-925f-9138104b4ea0>

<https://story.snapchat.com/p/60551dfa-2657-4f6b-8b1e-732e42d23b43>

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<https://weibo.com/NowThis>