

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM836305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Emmis Radio, LLC		09/01/2023	Limited Liability Company: INDIANA
RECEIVING PARTY DATA			
Name:	Beasing, LLC		
Street Address:	12348 Ventura Blvd #374		
City:	Studio City		
State/Country:	CALIFORNIA		
Postal Code:	91604		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5828050	SOUND THAT BRANDS	
Registration Number:	6110845	BE THE CONTENT, NOT THE INTERRUPTION.	
Registration Number:	6110874	STORYFINDER MATRIX	
Registration Number:	6127633	BRANDLET	
CORRESPONDENCE DATA			
Fax Number:	3179575011		
<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:	3173992811		
Email:	tm-dept@quarles.com		
Correspondent Name:	Joel E. Tragesser		
Address Line 1:	135 N. Pennsylvania St., Suite 2400		
Address Line 4:	Indianapolis, INDIANA 46204		
NAME OF SUBMITTER:	Joel E. Tragesser		
SIGNATURE:	/Joel E. Tragesser/		
DATE SIGNED:	09/01/2023		
Total Attachments: 2			
source=Assignment of Service Marks - Emmis Radio to Beasing (9-1-2023)#page1.tif			
source=Assignment of Service Marks - Emmis Radio to Beasing (9-1-2023)#page2.tif			

OP \$115.00 5828050

ASSIGNMENT OF SERVICE MARKS

This Assignment of Service Marks is between Emmis Radio, LLC, 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204 (hereinafter "Assignor") and Beasing, LLC, 12348 Ventura Blvd #374, Studio City, California 91604 (hereinafter "Assignee").

WHEREAS, Assignor has acquired for itself the entire right, title, interest, and goodwill in and to the Service Marks identified herein as follows:

<i>Mark</i>	<i>Registration No.</i>	<i>Registration Date</i>
SOUND THAT BRANDS	5,828,050	August 6, 2019
BE THE CONTENT, NOT THE INTERRUPTION.	6,110,845	July 28, 2020
STORYFINDER MATRIX	6,110,874	July 28, 2020
BRANDLET	6,127,633	August 18, 2020

WHEREAS, Assignee is desirous of perfecting its acquisition of the entire right, title, interest, and goodwill associated with the Service Marks; and

NOW, IN CONSIDERATION and in recognition of the valuable consideration received, the receipt and sufficiency of which is hereby acknowledged by the undersigned, Assignor does hereby grant to Assignee its entire right, title, interest and goodwill to whatever claim to the Service Marks identified herein, together with all claims for damages by reason of infringement, with the right to sue for, and collect the same for, Assignee's own use, and for the use of its successors and assigns, and the Assignee hereby accepts such grant.

IN WITNESS WHEREOF, the undersigned has executed this Assignment of Service Marks at Indianapolis, Indiana, on behalf of the Assignor effective September 1, 2023, and shall submit this Assignment of Service Marks to the United States Patent and Trademark Office.

"ASSIGNOR"

Emmis Radio, LLC

By: Elizabeth Ellis

Its: VP & Associate General Counsel

Printed: Elizabeth Ellis

Date: September 1, 2023

TRADEMARK

REEL: 008185 FRAME: 0263

STATE OF INDIANA)
)
COUNTY OF MARION)

SS:

Subscribed and sworn to before me a Notary Public in and for said County and State this 1st day of September, 2023.

Karen E Dynes

Signature

Karen E. Dynes

Printed



My County of Residence

Henry

My Commission Expires:

October 18, 2029
