

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TM165236

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cannella Media DTC, LLC		03/01/2024	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Town Bank, N.A.		
Street Address:	850 W. North Shore Drive		
City:	Hartland		
State/Country:	WISCONSIN		
Postal Code:	53029		
Entity Type:	National Banking Association: WISCONSIN		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4502987	ADMORE	
Registration Number:	3238698	REVSHARE	
Registration Number:	2980366	REVSHARE	
Registration Number:	4186497	TAX10000	
Serial Number:	97754162	TRIBUTE	
Registration Number:	7311477	LET'S MAKE MILLIONS	
Registration Number:	7014042	CARZ & TRAX	
Registration Number:	7238147	DRL	
Registration Number:	7272776	DIRECT RESPONSE LISTING	
Registration Number:	4516554	LEAD GENERATION TECHNOLOGIES	
Serial Number:	97937050	CANNELLA MEDIA	
Registration Number:	6465356	TIMELESS TV	
Registration Number:	6465357	MAGNIFICENT MOVIES NETWORK	
Serial Number:	98098545	RVTV	
CORRESPONDENCE DATA			
Fax Number:	4142766581		
<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>			

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Phone: 4142765000
Email: Jason.Scoby@wilaw.com
Correspondent Name: Jason R. Scoby
Address Line 1: 111 East Wisconsin Avenue
Address Line 2: Suite 1400
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER: Luan Unger

SIGNATURE: Luan Unger

DATE SIGNED: 03/01/2024

Total Attachments: 4

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NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS dated as of March 1, 2024 is entered into by CANNELLA MEDIA DTC, LLC, a Delaware limited liability company (“Grantor”), in favor of TOWN BANK, N.A. (the “Bank”).

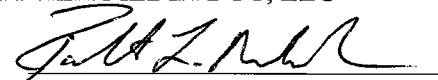
The Grantor acknowledges and agrees as follows:

A. The Grantor has executed a Security Agreement dated of even date herewith in favor of the Bank (as it may be amended, restated, modified, or supplemented from time to time, the “Security Agreement”); and

B. Pursuant to the Security Agreement, Grantor has granted to the Bank a security interest in and to all of the trademarks, service marks, applications therefor and associated goodwill therein, now owned or from time to time after the date hereof owned or acquired by the Grantor, including without limitation the trademarks issued by, registrations issued by, and the applications with, the United States Patent and Trademark Office listed on Schedule A attached hereto, and in and to all proceeds and benefits thereof.

[SIGNATURE ON NEXT PAGE]

CANNELLA MEDIA DTC, LLC

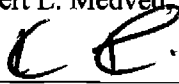
By:  (SEAL)
Robert L. Medved, Chief Executive Officer

By: _____ (SEAL)
Karl Theile, Chief Financial Officer

[Signature Page to Notice of Security Interest in Trademarks]

CANNELLA MEDIA DTC, LLC

By: _____ (SEAL)
Robert L. Medved, Chief Executive Officer

By:  _____ (SEAL)
Karl Theile, Chief Financial Officer

[Signature Page to Notice of Security Interest in Trademarks]

Schedule A

TRADEMARK	COUNTRY	STATUS	SERIAL NO.	FILED	REG. NO.	REG. DATE	NEXT ACTION DUE
ADMORE	United States	Registered	85/831,463	1/24/2013	4502987	3/25/2014	Section 8 & 9 Renewal Due
REVSHARE	United States	Registered	76/662,288	6/28/2006	3238698	5/8/2007	Section 8 & 9 Renewal Due
REVSHARE	United States	Registered	76/059,423	5/30/2000	2980366	8/2/2005	Section 8 & 9 Renewal Due
TAXI0000	United States	Registered	85/499,914	12/20/2011	4186497	4/7/2012	Section 8 & 9 Renewal Due Client Instructed to let lapse
TRIBUTE	United States	Pending	97754162	1/13/2023			FINAL Office Action Response Due
LET'S MAKE MILLIONS	United States	Registered	97444055	6/6/2022	7311477	2/20/2024	Section 8 & 15 Affidavit of Use Due
CARZ & TRAX	United States	Registered	97144192	11/26/2021	7014042	3/28/2023	Section 8 & 15 Affidavit of Use Due
DRL	United States	Registered	97614940	9/30/2022	7238147	12/5/2023	Section 8 & 15 Affidavit of Use Due
DIRECT RESPONSE LISTING	United States	Registered	97614955	9/30/2022	7272776	1/9/2024	Section 8 & 15 Affidavit of Use Due
LEAD GENERATION TECHNOLOGIES	United States	Registered	76/709,173	9/22/2011	4516554	4/15/2014	Section 8 & 9 Renewal Due
CANNELLA MEDIA	United States	Pending	97937050	5/15/2023			Non-Final Office Action Response Due
TIMELESS TV	United States	Pending	90/269,804	10/21/2020	6465356	8/24/2021	Section 8 & 15 Affidavit of Use Due
MAGNIFICENT MOVIES NETWORK	United States	Pending	90/269,811	10/21/2020	6465357	8/25/2021	Section 8 & 15 Affidavit of Use Due
RV TV LOGO	United States	Pending	98098545	7/24/2023			Approved by the examining attorney for publication but has not yet published for opposition.



Highlighted Items Reflect Recent Activity and/or Require Further Attention as Needed