TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332664

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hearst Business Communications, Inc.		02/13/2015	CORPORATION:

RECEIVING PARTY DATA

Name:	Electronics Holding, LLC
Street Address:	300 W. 57th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2379532	CHIPSOURCE
Registration Number:	2146335	EEM
Registration Number:	2190515	ELECTRONIC ENGINEERS MASTER
Registration Number:	3626876	ELECTRONIC PRODUCTS
Registration Number:	3626879	ELECTRONIC PRODUCTS
Registration Number:	3714844	IC MASTER

CH $165.00 2379532

CORRESPONDENCE DATA

Fax Number:

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: 2126492038
Email: trademarks@hearst.com
Correspondent Name: Samantha Favitta
Address Line 1: 300 W. 57th Street
Address Line 2: 40th Floor
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	UTP / EMBED DEV
NAME OF SUBMITTER:	Samantha Favitta
SIGNATURE:	/Samantha Favitta/

DATE SIGNED:	02/19/2015
Total Attachments: 2 source=S40MFP1-15021915100#page1.tif source=S40MFP1-15021915100#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Hearst Business Communications, Inc. a Delaware corporation, having an address of 300 West 57th Street, New York, NY 10019 ("Assignor"), has adopted, used and is using the trademarks on the attached Schedule, and is the owner of said trademarks (the "Trademarks"); and

WHEREAS, Electronics Holding, LLC, a Delaware limited liability company, having an address at 300 West 57th Street, New York, NY 10019 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademarks worldwide.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Effective date: February 13, 2015

Hearst Business Communications, Inc.

By: Catherine A Bostron
Name: Catherine A. Bostron
Title: Secretary
Dated: February 23, 2015

Electronics Holding, LLC

By: Catherine A Bostron
Name: Catherine A. Bostron
Title: Secretary
Dated: February 23, 2015

Schedule A

TRADEMARK	COUNTRY	REGISTRATION NO.	REGISTRATION DATE
EEM	Brazil	820111732	11/23/1999
ENGINEER'S MAGAZINE OF PRODUCT TECHNOLOGY (THE)	China (People's Republic of)	1,325,456	10/21/1999
ELECTRONIC PRODUCTS	China (People's Republic of)	1,325,455	10/21/1999
IC MASTER	Japan	3,182,111	7/31/1996
CHIPSOURCE	United States of America (USA)	2,379,532	8/22/2000
EEM	United States of America (USA)	2,146,335	3/24/1998
ELECTRONIC ENGINEERS MASTER	United States of America (USA)	2,190,515	9/22/1998
ELECTRONIC PRODUCTS	United States of America (USA)	3626876	5/26/2009
ELECTRONIC PRODUCTS	United States of America (USA)	3626879	5/26/2009
IC MASTER	United States of America (USA)	3,714,844	11/24/2009