

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LAKESIDE PUBLISHING COMPANY, LLC		04/27/2012	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	GRANDSTAND PUBLISHING, LLC		
Street Address:	990 Grove Street		
Internal Address:	Suite 400		
City:	Evanston		
State/Country:	ILLINOIS		
Postal Code:	60201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1759787	BASEBALL DIGEST	
CORRESPONDENCE DATA			
Fax Number:	3102318311		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(310) 312-3750		
Email:	skb@msk.com		
Correspondent Name:	Steve Bevins/Mitchell Silberberg & Knupp		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	NORM JACOBS/BASEBALL		
NAME OF SUBMITTER:	Evan M. Kent		
Signature:	/EMK012362/		
Date:	04/30/2012		
Total Attachments: 1 source=Baseball#page1.tif			

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ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, LAKESIDE PUBLISHING COMPANY, LLC, an Illinois limited liability company having its principal office at 990 Grove Street, Suite 400, Evanston, Illinois 60201, has adopted, used, is using and is the owner of the following trademark now the subject of registration as set forth below in the United States Patent and Trademark Office:

TRADEMARK	REG. NO.	DATE OF REGISTRATION
BASEBALL DIGEST	1759787	March 23, 1993

WHEREAS, GRANDSTAND PUBLISHING, LLC a Delaware limited liability company having its principal office at 990 Grove Street, Suite 400, Evanston, Illinois 60201, is desirous of acquiring any and all rights that LAKESIDE PUBLISHING COMPANY, LLC may have in and to the said trademark and the registration therefore, together with the goodwill in connection with which said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past and future infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, LAKESIDE PUBLISHING COMPANY, LLC does hereby assign to GRANDSTAND PUBLISHING, LLC all right, title and interest in and to the said trademark and registration, together with the goodwill in connection with which the said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

This Assignment may be executed in counterparts.

LAKESIDE PUBLISHING COMPANY, LLC

GRANDSTAND PUBLISHING, LLC

Signed at Evanston, IL, this 27th day of April, 2012

Signed at Evanston, IL, this 27th day of April, 2012

Norman Jacobs
Signature

Norman Jacobs
Signature

NORMAN JACOBS
Name

NORMAN JACOBS
Name

MANAGER
Title

Manager
Title

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