

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM325662

<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>
Robert J. Vila		10/01/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vila Media LLC		
<b>Street Address:</b>	c/o Cowan, DeBaets, Abrahams & Sheppard LLP, 41 Madison Avenue		
<b>Internal Address:</b>	34th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2590683	BOB VILA'S	
<b>Registration Number:</b>	2569454	BOB VILA'S	
<b>Registration Number:</b>	2728552	BOBVILA.COM	
<b>Registration Number:</b>	2581160	BOBVILA.COM	
<b>Registration Number:</b>	2570957	BOB VILA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129748474		
<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>	212-974-7474		
<b>Email:</b>	tm@cdas.com		
<b>Correspondent Name:</b>	Joshua S. Wolkoff		
<b>Address Line 1:</b>	41 Madison Avenue		
<b>Address Line 2:</b>	34th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10010		
<b>ATTORNEY DOCKET NUMBER:</b>	01362.01		
<b>NAME OF SUBMITTER:</b>	Joshua S. Wolkoff		
<b>SIGNATURE:</b>	/Joshua S. Wolkoff/		
<b>DATE SIGNED:</b>	12/09/2014		

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**Total Attachments: 3**

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## UNITED STATES TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective the 1 day of October 2014, by and between Robert J. Vila, an individual residing at [REDACTED] ("Assignor") and Vila Media LLC, a Florida limited liability Company ("Assignee").

WHEREAS, Assignor hereby represents that it is the current owner in the United States and its territories of any and all rights in the registered trademarks (the "Mark(s)");

- BOB VILA'S for "Prerecorded video tapes featuring information in the field of home improvement, home construction and home buying; computer software for use in design management, project management, project tracking and viewing and comparing construction and architectural styles in the field of home improvement, home construction and home buying" in Class 9 (U.S. Registration No. 2,590,683);
- BOB VILA'S for "Clothing, namely t-shirts" in Class 25 (U.S. Registration No. 2,569,454);
- BOBVILA.COM for "Computerized on-line information and consultation services in the field of home improvement, home renovation, home remodeling, home construction, home maintenance, and home repair" in Class 37 and "Computerized on-line information and consultation services in the field of home design, home security, architectural services, and landscaping design" in Class 42 (U.S. Registration No. 2,728,552);
- BOBVILA.COM for "Computerized on-line retail services in the field of home improvement, home renovation, home remodeling, home construction, home maintenance, home repair, home design, home security, home services including contractor and architectural services, and landscaping" in Class 35 (U.S. Registration No. 2,581,160); and
- BOB VILA for "Series of books in the field of home improvement, home renovation, home construction, home repair, home design and landscaping" in Class 16 (U.S. Registration No. 2,570,957);

WHEREAS, Assignee is acquiring the entire business or portion thereof to which the Mark pertains as required by 15 U.S.C. §1060;

NOW THEREFORE, in consideration of the premises and the agreements contained herein, and for other good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor hereby transfers to Assignee, as part of the business or portion thereof to which the Mark pertains as required by 15 U.S.C. § 1060, free and clear of all encumbrances, all of: (a) the Assignor's entire right, title, and interest to the Marks, (b) the entire right, title and interest in and to U.S. Registration Nos. 2,590,683, 2,569,454, 2,728,552, 2,581,160 and 2,570,957, and all renewals and extensions thereof, (c) all statutory, common law, equitable and civil law rights (whether arising under federal, state or provincial law in the United States) related to the Marks, (d) the goodwill developed through use of the Marks, and (e) the right to sue for and recover for, and the right to profits or damages due or accrued in connection with, any and all past, present or future infringement or dilution of the Marks.

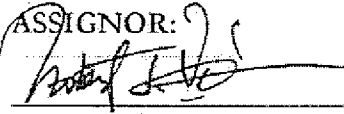
2. Assignor further agrees, without further consideration, to undertake, at the request of Assignee, to execute and deliver such further documentation, including confirmatory intellectual property assignments as reasonably requested by Assignee, its successors, assigns and nominees, to obtain from Assignor record title to the Marks transferred herein.

3. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the sole and exclusive owner of the Marks. Assignor further authorizes and requests the appropriate authority or authorities whose duty it is to record trademarks and any applications and title thereto, to record the trademarks and title thereto as the property of Assignee, its successors and assigns in accordance with the terms of this Assignment.

{Signature on following  
page}

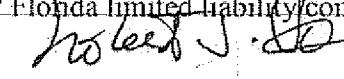
IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first set forth above.

ASSIGNOR:

  
\_\_\_\_\_  
Robert J. Vila

ASSIGNEE:

VILA MEDIA, LLC, a  
Florida limited liability company

  
\_\_\_\_\_  
Robert J. Vila, its Sole Member