

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Scranton Gillette Communications, Inc.		09/03/2015	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Great American Media Services		
Street Address:	75 Applewood Drive		
Internal Address:	Suite A		
City:	Sparta		
State/Country:	MICHIGAN		
Postal Code:	49345		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3440046	LAWN & GARDEN RETAILER	
Registration Number:	2218990	GREENHOUSE PRODUCT NEWS	
Registration Number:	3251370	BIG GROWER	
CORRESPONDENCE DATA			
Fax Number:	2026591559		
<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:	(202) 659-6927		
Email:	mdicarlo@dickinsonwright.com		
Correspondent Name:	Jenny T. Slocum		
Address Line 1:	Dickinson Wright PLLC		
Address Line 2:	1875 Eye Street, N.W., Suite 1200		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	61717-13		
NAME OF SUBMITTER:	Jenny T. Slocum		
SIGNATURE:	/Jenny T. Slocum/		
DATE SIGNED:	09/16/2015		
Total Attachments: 4			

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ASSIGNMENT

This Assignment is made as of September 3, 2015 by Scranton Gillette Communications, Inc., an Illinois corporation with an address at 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, Illinois 60005-5025 ("Assignor") to Great American Media Services, 75 Applewood Drive, Suite A, Sparta, Michigan 49345 ("Assignee") (collectively "Parties").

WHEREAS, Assignor owns, has adopted and is using, and has continuously used, certain trade names and trademarks in connection with its business (all such names and marks, whether registered or unregistered, being the "Marks"), including without limitation the Marks in the attached Schedule A;

WHEREAS, Assignor represents that it owns exclusive rights in the Marks by virtue of its commercial use and/or registration of the Marks;

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does assign, convey, sell and transfer to Assignee, its successors and assigns, all right, title and interest in and to the Marks together with the goodwill of the business associated therewith.

1.01 Assignor hereby agrees, without further compensation, that it will execute any further documents reasonably requested by Assignee to effect, perfect or record the assignment, or to establish the ownership of record, of the Marks. Assignor further consents to and agrees to provide reasonable assistance in connection with recordation of such documents with the U.S. Patent and Trademark Office and analogous trademark offices outside of the United States. Upon being presented with such documents by Assignee, Assignor agrees that it will promptly have them signed by authorized personnel of Assignor and, whenever reasonably requested, will have such documents duly notarized and legalized, and that it will return completed documents to Assignee without unreasonable delay.

1.02 Assignor warrants that to its knowledge it has good and valid title to the Marks; that the registrations are valid and are not being challenged by any third parties; that the Marks are not

currently being licensed to any third parties; and that Assignor is not aware of any facts that could render those registrations invalid.

1.03 Assignor has no knowledge that the Marks infringe upon or otherwise violate the intellectual property rights of any third party and no claim for infringement has ever been brought by any third party against Assignor for so long as it has used the Marks.

1.04 Upon Assignee's reasonable request, Assignor agrees to provide Assignee assistance in connection with Assignee's efforts to obtain or maintain the Marks, and in connection with Assignee's efforts to enforce or defend its right to use the Mark and related registrations and Assignee shall have the right to sue for past infringement and shall have the exclusive right to any recovery obtained therefrom.

1.05 Assignor agrees to cease all use of the Marks and any confusingly similar marks immediately upon execution of this Agreement, and hereby agrees not to contest Assignee's use of, the validity of, or Assignee's ownership of, the Marks.

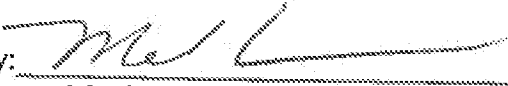
1.06 This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first written above.

SCRANTON GILLETTE COMMUNICATIONS,
INC.

By: 
Edward S. Gillette
Its: President and CEO

GREAT AMERICAN MEDIA SERVICES

By: 
Matthew McCallum
Its: President

SCHEDULE A

LAWN & GARDEN RETAILER, U.S. Registration Number 3440046

GREENHOUSE PRODUCT NEWS, U.S. Registration Number 2218990

BIG GROWER, U.S. Registration Number 3251370

BIG GROWER EXECUTIVE SUMMIT

GPN PLANT HEALTH MANAGEMENT CONFERENCE

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