

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386468

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NBCU Television Holding LLC		06/02/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	NBCUniversal Media, LLC		
Street Address:	30 Rockefeller Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10112		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Serial Number:	86256388	KWAZY CUPCAKES	
Serial Number:	86577829	THIS IS US	
Serial Number:	86577873	THIS IS US	
Serial Number:	86598731	BAZILLION DOLLAR CLUB	
Serial Number:	86932417	MIDNIGHT GRINDHOUSE	
Serial Number:	86927681		
Serial Number:	86849523	ERASE THE HATE	
Serial Number:	86849542	ERASE THE HATE	
Serial Number:	86849558	ERASE THE HATE	
Serial Number:	86857253	IT STARTS HERE	
Serial Number:	86894228	WE THE BOLD	
Serial Number:	86849496	ERASE THE HATE	
Serial Number:	86857225	IT STARTS HERE	
Serial Number:	86857243	IT STARTS HERE	
Serial Number:	86927717		
Serial Number:	86927729		
Serial Number:	86927771		
Registration Number:	4933437		
Registration Number:	1823330	JERRY SPRINGER	
TRADEMARK			

CH \$890.00 86256388

Property Type	Number	Word Mark
Registration Number:	2326970	XENA: WARRIOR PRINCESS
Registration Number:	2221354	FINAL THOUGHT
Registration Number:	2318740	YOUNG HERCULES
Registration Number:	2813741	LAW & ORDER
Registration Number:	2695276	XENA WARRIOR PRINCESS
Registration Number:	3137680	
Registration Number:	3465022	JERRY SPRINGER UNDRESSED UNCENSORED! UNL
Registration Number:	3465072	THE STEVE WILKOS SHOW
Registration Number:	3791104	MERCY
Registration Number:	3779251	ROYAL PAINS
Registration Number:	2588624	LAW & ORDER
Registration Number:	2588627	LAW & ORDER: SPECIAL VICTIMS UNIT
Registration Number:	2730695	LAW & ORDER: CRIMINAL INTENT
Registration Number:	3514209	IN PLAIN SIGHT
Registration Number:	3455507	PSYCH
Registration Number:	4438771	THE TRISHA GODDARD SHOW

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.

Email: trademarks@nbcuni.com

Correspondent Name: Tirzah Lowe

Address Line 1: 100 Universal City Plaza

Address Line 2: 1280/6

Address Line 4: Universal City, CALIFORNIA 91608

NAME OF SUBMITTER: Tirzah Lowe

SIGNATURE: /tirzah lowe/

DATE SIGNED: 06/02/2016

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 2nd day of June, 2016, by and between NBCU Television Holding LLC, a Delaware limited liability company having a place of business at 100 Universal City Plaza, Universal City, CA 91608 (hereinafter referred to as "ASSIGNOR"), and NBCUniversal Media, LLC, a Delaware limited liability company having a place of business at 30 Rockefeller Plaza, New York, NY 10112 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the NBCU Television Holding LLC business ("Business");

WHEREAS, the Business has certain tangible assets that include the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and the applications and registrations listed in Schedule B, attached hereto and incorporated herein by this reference;

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the trademark applications and registrations relating to the Trademarks listed in Schedule B (hereinafter collectively referred to as "Applications and Registrations");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Business, including all rights, title, and interest in and to the Trademarks, Applications, and Registrations; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE substantially all of the Business as required by 15 U.S.C. Section 1060, including all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks, Applications, and Registrations.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) The Business;
- (2) The Trademarks set forth in Schedule A; and
- (3) The Applications and Registrations set forth in Schedule B.

Together with the goodwill symbolized by said Business, Trademarks, Applications, and Registrations, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed at Universal City, California, this 2nd day of June, 2016.

NBCU Television Holding LLC

a Delaware Limited Liability Company having a place of business at 100 Universal Plaza,
Universal City, California 91608

By:



Tirzah Lowe

Vice President

SCHEDULES TO TRADEMARK ASSIGNMENT

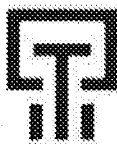
SCHEDULE A

Marks:

KWAZY CUPCAKES
THIS IS US
BAZILLION DOLLAR CLUB
MIDNIGHT GRINDHOUSE



Heart Pin Logo ()
ERASE THE HATE
IT STARTS HERE
WE THE BOLD



Dig Logo ()
JERRY SPRINGER
XENA: WARRIOR PRINCESS
FINAL THOUGHT
YOUNG HERCULES
LAW & ORDER
XENA WARRIOR PRINCESS
Law & Order Sound Mark
JERRY SPRINGER UNDRRESSED UNCENSORED! UNLEASHED
THE STEVE WILKOS SHOW
MERCY
ROYAL PAINS
LAW & ORDER
LAW & ORDER: SPECIAL VICTIMS UNIT
LAW & ORDER: CRIMINAL INTENT
IN PLAIN SIGHT
PSYCH
THE TRISHA GODDARD SHOW
HERCULES
WATCH THIS SPACE
LAW & ORDER:UK

SCHEDULE B

Trademark Applications:

MARK	COUNTRY	APPL. NO.	FILING DATE	INT. CLASSES
KWAZY CUPCAKES	United States	86/256388	Apr. 18, 2014	9
THIS IS US	United States	86/577829	Mar. 26, 2015	41
THIS IS US	United States	86/577873	Mar. 26, 2015	38
BAZILLION DOLLAR CLUB	United States	86/598731	Apr. 15, 2015	41
MIDNIGHT GRINDHOUSE	United States	86/932417	Mar. 8, 2016	41
Heart Pin Logo	United States	86/927681	Mar. 3, 2016	41
ERASE THE HATE	United States	86/849523	Dec. 15, 2015	25
ERASE THE HATE	United States	86/849542	Dec. 15, 2015	35
ERASE THE HATE	United States	86/849558	Dec. 15, 2015	41
IT STARTS HERE	United States	86/857253	Dec. 22, 2015	41
WE THE BOLD	United States	86/894228	Feb. 2, 2016	38
ERASE THE HATE	United States	86/849496	Dec. 15, 2015	16
IT STARTS HERE	United States	86/857225	Dec. 22, 2015	16
IT STARTS HERE	United States	86/857243	Dec. 22, 2015	35
Heart Pin Logo	United States	86/927717	Mar. 3, 2016	25
Heart Pin Logo	United States	86/927729	Mar. 3, 2016	35
Heart Pin Logo	United States	86/927771	Mar. 3, 2016	16

Trademark Registrations:

MARK	COUNTRY	REG. NO.	REG. DATE	INT. CLASSES
Dig Logo	United States	4933437	Apr. 5, 2016	41
JERRY SPRINGER	United States	1823330	Feb. 22, 1994	41
XENA: WARRIOR PRINCESS	United States	2326970	Mar. 7, 2000	16
FINAL THOUGHT	United States	2221354	Feb. 2, 1999	41
YOUNG HERCULES	United States	2318740	Feb. 15, 2000	41
LAW & ORDER	United States	2813741	Feb. 10, 2004	9
XENA WARRIOR PRINCESS	United States	2695276	Mar. 11, 2003	41
Law & Order Sound Mark	United States	3137680	Sep. 5, 2006	41
JERRY SPRINGER UNDRESSED UNCENSORED! UNLEASHED	United States	3465022	Jul. 15, 2008	9
THE STEVE WILKOS SHOW	United States	3465072	Jul. 15, 2008	41
MERCY	United States	3791104	May 18, 2010	41
ROYAL PAINS	United States	3779251	Apr. 20, 2010	41
LAW & ORDER	United States	2588624	Jul. 2, 2002	41
LAW & ORDER: SPECIAL VICTIMS UNIT	United States	2588627	Jul. 2, 2002	41
LAW & ORDER: CRIMINAL INTENT	United States	2730695	Jun. 24, 2003	41
IN PLAIN SIGHT	United States	3514209	Oct. 7, 2008	41
PSYCH	United States	3455507	Jun. 24, 2008	41
THE TRISHA GODDARD SHOW	United States	4438771	Nov. 26, 2013	41
HERCULES	Greece	130897	Oct. 3, 1996	9, 16, 28, 41
WATCH THIS SPACE	Japan	5030165	Mar. 2, 2007	35
XENA WARRIOR PRINCESS	United Kingdom	2053418	Oct. 25, 1996	28
LAW & ORDER:UK	United Kingdom	2496662	Sept. 3, 2008	41
LAW & ORDER	United Kingdom	2496663	Sept. 3, 2008	41
WATCH THIS SPACE	Taiwan	1247826	Jan. 16, 2007	35
WATCH THIS SPACE	Argentina	2182263	Sept. 19, 2007	35
HERCULES	Italy	1221009	Sept. 1, 1998	9, 16, 28
WATCH THIS SPACE	Indonesia	IDM0000154607	Jul. 18, 2006	38
WATCH THIS SPACE	China	5487175	Sept. 21, 2009	35