

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM414820

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
On the Beat, LLC		04/16/2014	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	First Strike Media, LLC		
Street Address:	505 Eighth Avenue Suite 1004		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3216806	AMERICAN POLICE BEAT	
CORRESPONDENCE DATA			
Fax Number:	7604544673		
<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:	858-345-1067		
Email:	pollie@gandalegal.com		
Correspondent Name:	Pollie Gautsch		
Address Line 1:	665 San Rodolfo 124-209		
Address Line 4:	Solana Beach, CALIFORNIA 92075		
NAME OF SUBMITTER:	Pollie Gautsch		
SIGNATURE:	/polliegautsch/		
DATE SIGNED:	02/03/2017		
Total Attachments: 1			
source=Bill of Sale (On the Beat to Cynthia Brown)#page1.tif			

OP \$40.00 3216806

BILL OF SALE

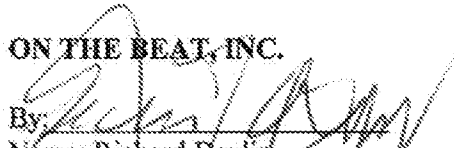
On The Beat, LLC, a Delaware limited liability company, and On The Beat, Inc., a Massachusetts corporation (each a "Transferor" and collectively the "Transferors"), in consideration of the payment of One Hundred Fifty Thousand and 0/100 Dollars (\$150,000.00) by First Strike Media, LLC (the "Purchaser"), and other good and valuable consideration, hereby grant, sell, transfer, assign and deliver to the Purchaser all assets of each Transferor, including, without limitation all right, title and interest of each Transferor in and to the property described on **Exhibit A** attached hereto, expressly excluding, however, all right, title and interest of each Transferor in and to any cash and account collections received as of the date hereof by either Transferor in the form of cash or checks and all life insurance policies and proceeds of the foregoing, if any (the "Property"). The Purchaser shall accept delivery of the Property at the premises of the Debtor located at 43 Thorndike Street, Cambridge, Massachusetts 02141 (collectively, the "Premises").

TO HAVE AND TO HOLD all of the Property hereby sold, transferred, assigned and conveyed unto Purchaser, its successors and assigns forever. Each Transferor represents and warrants that it has a right to sell the Property and will warrant and defend Purchaser's title thereto. No Transferor makes any warranties or representations as to the quality, quantity or fitness for a particular purpose of the Property being conveyed hereunder unless expressly set forth in writing.

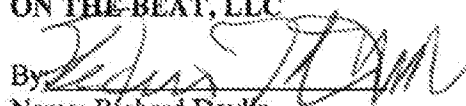
As additional consideration for the Property, Purchaser agrees to pay, discharge and perform (i) all obligations and liabilities of Purchaser first arising or accruing on or after the date hereof to subscribers to American Police Beat magazine (the "Magazine"), (ii) all performance obligations and any unpaid financial obligations (as of the date hereof) relating to the conduct of the "Police Union Leadership Seminar" scheduled to be conducted on April 25 through April 27, 2014, and (iii) all amounts payable to the printer of the Magazine with respect to the printing and mailing of the May, 2014 issue of the Magazine.

IN WITNESS WHEREOF, the undersigned have executed this Bill of Sale as of this 16th day of April, 2014.

ON THE BEAT, INC.


By: 
Name: Richard Devlin
Title: President

ON THE BEAT, LLC

By: 
Name: Richard Devlin
Title: President

Accepted by the Purchaser:

FIRST STRIKE MEDIA, LLC

By: 
Cynthia Brown, Managing Member

MPM/dlp/169529V2

RECORDED: 02/03/2017

TRADEMARK
REEL: 005981 FRAME: 0627