

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM466268

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Weldon Owen, Inc.		03/16/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Weldon Owen, A Division of Bonnier Publishing USA, Inc.		
Street Address:	251 Park Avenue South		
Internal Address:	Floor 12		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	87070949	BLUESTREAK BOOKS	
Registration Number:	2392363	FOG CITY PRESS	
Registration Number:	2394843	SAVORING	
Registration Number:	3867982	SHOW ME NOW	
CORRESPONDENCE DATA			
Fax Number:	4079267720		
<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:	407-926-7700		
Email:	mchapman@bwsmiplaw.com		
Correspondent Name:	Amber N. Davis		
Address Line 1:	Beusse Wolter Sanks & Maire, PLLC		
Address Line 2:	390 N. Orange Avenue, Suite 2500		
Address Line 4:	Orlando, FLORIDA 32801		
NAME OF SUBMITTER:	Amber N. Davis		
SIGNATURE:	/AND/		
DATE SIGNED:	03/20/2018		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

WHEREAS, **WELDON OWEN, INC.**, a Delaware corporation whose principle place of business is located at 460 North Orlando Avenue, Winter Park, Florida 32789 (hereinafter referred to as "**ASSIGNOR**") has adopted and is using the trademarks and services mark listed in Schedule A (hereinafter referred to as "the Trademarks"), and is the owner of all rights, titles and interests directly or by means of assignment in and to the Trademarks;

WHEREAS, **WELDON OWEN, A DIVISION OF BONNIER PUBLISHING USA, INC.**, a Delaware corporation whose principle place of business is located at 251 Park Avenue South, Floor 12, New York, New York 10010 (hereinafter referred to as "**ASSIGNEE**"), is desirous of acquiring from **ASSIGNOR** any and all rights, titles and interests in and to the Trademarks, together with the goodwill of the Trademarks, and in and to all rights under said Trademarks.

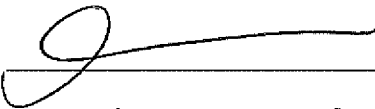
NOW, THEREFORE, for good and valuable considerations, the receipt of which is hereby acknowledged, **ASSIGNOR** does hereby assign, sell, transfer, convey and grant to **ASSIGNEE**, its successors and assigns, any and all rights, titles and interests which it may have in and to the Trademarks, together with the goodwill of the Trademarks, thereby including the right to bring or maintain suit at law and equity for past infringements of the Trademarks and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

ASSIGNOR authorizes and requests the Director of the United States Patent and Trademark Office and the empowered official of any foreign trademark office to issue all future documents pertaining to the Trademarks in the name of the **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.


ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to **ASSIGNEE** any further documents or instruments and do any and all further acts that may be necessary to vest in **ASSIGNEE**, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and in the corresponding offices of countries foreign to the United States.

SIGNED this 16 day of March, 2018.

WELDON OWEN, INC.


By: Shimul Toia

SCHEDULE A

BLUESTREAK BOOKS	App. No. 87/070,949
FOG CITY PRESS	Reg. No. 2,392,363
<i>Savoring</i>	Reg. No. 2,394,843
 SHOW ME NOW	Reg. No. 3,867,982