

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM555893

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vila Promotions, LLC		12/29/2019	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Vila Media, LLC		
Street Address:	690 Island Drive		
City:	Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33480		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2581160	BOBVILA.COM	
Registration Number:	2728552	BOBVILA.COM	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-209-5450		
Email:	jgershenson@masur.com		
Correspondent Name:	Jason Gershenson		
Address Line 1:	65 Reade St. Ste. 3A		
Address Line 4:	New York, NEW YORK 10007		
NAME OF SUBMITTER:	Jason Gershenson, Attorney		
SIGNATURE:	/Jason Gershenson/		
DATE SIGNED:	01/03/2020		
Total Attachments: 2			
source=Trademark Assignment Agreement Vila Promotions - Vila Medi#page1.tif			
source=Trademark Assignment Agreement Vila Promotions - Vila Medi#page2.tif			

OP \$65.00 2581160

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective the 29th day of December, 2019, by Vila Promotions, LLC, a Florida limited liability company ("Assignor") to 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 following registered trademarks (the "Marks"):

- 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. 2581160); and
- 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. 2728552); and

WHEREAS, Assignee is acquiring the entire business or portion thereof to which the Marks pertain 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 Marks pertain 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 No. 2581160 and U.S. Registration No. 2728552, 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.

(Signatures follow on next page)

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

ASSIGNOR:

Vila Promotions, LLC

By: Robert Vila
Name: Bob Vila
Title: Sole Member

ASSIGNEE:

Vila Media, LLC

By: Robert Vila
Name: Bob Vila
Title: Sole Member