

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM658706

|   |  |                        |                       |
|---|--|------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                        |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                        |                       |
| <b>CONVEYING PARTY DATA</b>   |  |                        |                       |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>  | <b>Entity Type</b>    |
| Aging Media Network, Inc.   |  | 06/30/2021             | Corporation: ILLINOIS |
| <b>RECEIVING PARTY DATA</b>   |  |                        |                       |
| <b>Name:</b>  | HW Media, LLC                                      |                        |                       |
| <b>Street Address:</b>  | 433 E Las Colinas Blvd, Suite 830                  |                        |                       |
| <b>City:</b>  | Irving   |                        |                       |
| <b>State/Country:</b>   | TEXAS  |                        |                       |
| <b>Postal Code:</b>   | 75039  |                        |                       |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |                        |                       |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                        |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>       |                       |
| <b>Registration Number:</b>   | 4517017  | REVERSEMORTGAGEDAILY   |                       |
| <b>Registration Number:</b>   | 4517016  | REVERSE MORTGAGE DAILY |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                        |                       |
| <b>Fax Number:</b>  |  |                        |                       |
| <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> |  |                        |                       |
| <b>Phone:</b>   | 3125274100   |                        |                       |
| <b>Email:</b>   | ds@saperlaw.com                                    |                        |                       |
| <b>Correspondent Name:</b>  | Daliah Saper                                       |                        |                       |
| <b>Address Line 1:</b>  | 505 N LaSalle Dr, Suite 350                        |                        |                       |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60654                            |                        |                       |
| <b>NAME OF SUBMITTER:</b>   | Daliah Saper                                       |                        |                       |
| <b>SIGNATURE:</b>   | /Daliah Saper/                                     |                        |                       |
| <b>DATE SIGNED:</b>   | 07/08/2021   |                        |                       |
| <b>Total Attachments: 6</b>   |  |                        |                       |
| source=Executed Trademark Assignment Agreement#page1.tif  |  |                        |                       |
| source=Executed Trademark Assignment Agreement#page2.tif  |  |                        |                       |
| source=Executed Trademark Assignment Agreement#page3.tif  |  |                        |                       |
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OP \$65.00 4517017



## TRADEMARK ASSIGNMENT AGREEMENT

**THIS TRADEMARK ASSIGNMENT** (hereinafter referred to as the "Assignment"), is entered into on June 30, 2021, by and between the following Parties: Aging Media Network, Inc. (hereinafter referred to as the "Assignor"), an Illinois Corporation having a principal place of business at 1 South Dearborn Street, Floor 20, Chicago, Illinois 60603, and HW Media, LLC (hereinafter referred to as the "Assignee"), a Delaware limited liability company having its principal place of business at 433 E Las Colinas Blvd., Ste. 830, Irving, TX 75039..

**WHEREAS**, Assignor owns the entire right, title, interest and goodwill in the trademark and registration for REVERSEMORTGAGEDAILY (Reg. No. 4517017) and REVERSE MORTGAGE DAILY (Reg. No. 4517016), as well as common law rights in REVERSE MORTGAGE DAILY (together, "the Trademarks"), as set forth in Exhibit A attached hereto; and

**WHEREAS**, Assignee desires to acquire the Assignor's right, title, interest, and goodwill in and to the Trademarks; and

**WHEREAS**, the Assignor and Assignee are both duly authorized and capable of entering into this Assignment.

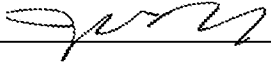
**NOW THEREFORE**, for good and valuable consideration, the receipt of which is acknowledged, the Parties hereto agree as follows:

1. Assignor does hereby convey, assign, transfer, and deliver to Assignee, and Assignee does hereby accept, all right, title, and interest in and to the Trademarks, along with the registration if applicable, together with the goodwill symbolized by the Trademarks throughout the United States along with the right to recover damages and profits for past infringement of the Trademarks.
2. Assignor warrants that it is the legal owner of all rights, title, and interest in and to the Trademarks, that the Trademarks have not been otherwise previously pledged, assigned, or encumbered and that this Assignment does not infringe on the rights of any person.
3. Assignor agrees to cooperate with Assignee and to execute and deliver all papers, instruments, and assignments as may be necessary to vest all right, title, and interest in and to the Trademarks, including without limitation, recordation of the assignment in the USPTO.
4. If any provision of this Assignment is found invalid or unenforceable under judicial decision, the remainder shall remain valid and enforceable according to its terms.
5. This Assignment shall be governed by the laws of the State of Illinois.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

**ASSIGNOR**

Aging Media Network, Inc. (Illinois)

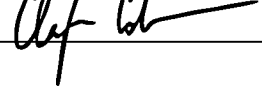
By:  \_\_\_\_\_

Name: John R. Yedinak

Title: President

**ASSIGNEE**

HW Media, LLC (Delaware)

By:  \_\_\_\_\_

Name: Clayton Collins

Title: President & CEO

EXHIBIT A

United States of America  
United States Patent and Trademark Office



Reg. No. 4,517,017

Registered Apr. 22, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

AGING MEDIA NETWORK, INC. (ILLINOIS CORPORATION), DBA REVERSE MORTGAGE  
DAILY  
SUITE 101  
1822 W. BERTHAU  
CHICAGO, IL 60613

FOR ADVERTISING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-2006; IN COMMERCE 11-1-2006.

THE MARK CONSISTS OF A CARET SYMBOL UNDERNEATH A SHADED INCOMPLETE  
CIRCLE THAT HAS A CURVED ARROW WRAPPED AROUND IT, WITH A VERTICAL  
LINE APPEARING TO THE RIGHT OF THE DESIGN AND THE WORDING "REVERSE  
MORTGAGE DAILY" APPEARING TO THE RIGHT OF THE VERTICAL LINE.

SEC. 2(f).

SER. NO. 85-891,188, FILED 12-12-2012.

GENE MACOGL, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## REVERSE MORTGAGE DAILY

**Reg. No. 4,517,016**

**Registered Apr. 22, 2014**

**Int. Cls.: 35 and 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

AGING MEDIA NETWORK, INC. (GLENSON CORPORATION), DBA REVERSE MORTGAGE DAILY  
SUITE 604  
1892 W. BERKEAG  
CHICAGO, IL 60613

FOR ADVERTISING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-2006; IN COMMERCE 11-1-2006.

FOR PROVIDING RECOGNITION BY WAY OF AWARDS TO DEMONSTRATE EXCELLENCE IN THE REVERSE MORTGAGE INDUSTRY, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-1-2006; IN COMMERCE 7-1-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(f).

SER. NO. 85-861,382, FILED 12-12-2012.

GENE MACHSE, EXAMINING ATTORNEY



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

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