

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM659616

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ArtNews Media, LLC		04/19/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Magazine Antiques Media, LLC		
Street Address:	458 Marlborough Rd.		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11226		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0285463	THE MAGAZINE ANTIQUES	
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:	2152799389		
Email:	jordan.lavine@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	100 Front Street. Suite 100		
Address Line 4:	Conshohocken, PENNSYLVANIA 19428		
NAME OF SUBMITTER:	Jordan LaVine		
SIGNATURE:	/jordan lavine/		
DATE SIGNED:	07/13/2021		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into this 19th day of April, 2019, by and between (1) ArtNews Media, LLC, a Delaware limited liability company ("Assignor"), and (2) Magazine Antiques Media, LLC ("Assignee"). Capitalized terms used but not defined herein shall have the respective meanings ascribed to them in the Contribution Agreement (as defined below).

WHEREAS, the Assignor and Assignee have entered into that certain Asset Contribution Agreement dated as of the date hereof (the "Contribution Agreement"); and

WHEREAS, pursuant to the terms of the Contribution Agreement, the Assignor has agreed to, among other things, transfer, assign, sell, and convey to the Assignee all of its right, title, and interest in and to the trademarks, service marks, trade names, logos and trade dress owned by Assignor identified on Exhibit A hereto (the "Trademarks").

NOW, THEREFORE, for good and valuable consideration set forth in the Contribution Agreement, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and sets over to Assignee all of such Assignor's right, title, and interest in and to the Trademarks and associated goodwill, including the right to sue for and receive all damages from past infringements of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns. In accordance with the terms and subject to the conditions of the Contribution Agreement the Assignor shall cooperate with respect to the execution and delivery of any and all instruments and documents and take such further actions as may be necessary or reasonably requested by Assignee to record, file and/or confirm with the appropriate authorities, if applicable, the aforesaid assignments and transfers.

Each of the parties, each by its execution of this Assignment, hereby acknowledge and agree that the representations, warranties and covenants under the Contribution Agreement shall not be deemed to be merged, enlarged, diminished, modified or altered in any way by this instrument, and in the event of any conflict, the terms of the Contribution Agreement shall prevail.

All matters relating to or arising out of this Assignment and the transactions contemplated hereby (whether sounding on contract, tort or otherwise) will be governed by and construed in accordance with the internal laws of the State of New York without giving effect to any choice of law or conflict of law provision or rule (whether of the State of New York or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of New York.

The terms and provisions of this Assignment are intended solely for the benefit of the parties hereto and their respective successors and permitted assigns, and it is not the intention of the parties to confer third-party beneficiary rights, and this Assignment does not confer any such rights, upon any other person or entity.

This Assignment shall bind and inure to the benefit of the Assignee and the Assignor and their respective successors and assigns.

This Assignment may be executed in counterparts, including by facsimile or PDF, each of which will be deemed an original, but all of which together constitute one and the same original.

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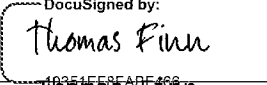
IN WITNESS WHEREOF, each of the parties hereto has caused this Trademark Assignment to be duly executed on its or his behalf as of the date above first written.

ASSIGNEE:

MAGAZINE ANTIQUES MEDIA, LLC

ASSIGNOR:

ARTNEWS MEDIA, LLC

By: 
Name: Thomas Finn
Title: SVP & GM Operations

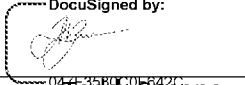
By: 
Name: Todd Greene
Title: EVP Business Affairs & General Counsel

EXHIBIT A

TRADEMARKS

Mark	Country	Appl/Reg	Appl #	Reg #
THE MAGAZINE ANTIQUES	United States	ANTIQUES, LLC	71/312442	285463