

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665614

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VMG, INC. (NEBRASKA CORPORATION)		07/01/2021	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Salem Web Network, LLC (Delaware LLC)		
Street Address:	4880 Santa Rosa Road		
City:	Camarillo		
State/Country:	CALIFORNIA		
Postal Code:	93012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3799257	SHIFT WORSHIP	
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:	8059870400 x4534		
Email:	scott.hunter@salemmedia.com		
Correspondent Name:	Scott Hunter		
Address Line 1:	4880 Santa Rosa Road		
Address Line 4:	Camarillo, CALIFORNIA 93012		
NAME OF SUBMITTER:	Scott Hunter		
SIGNATURE:	/s/ Scott Hunter		
DATE SIGNED:	08/06/2021		
Total Attachments: 4			
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OP \$40.00 3799257

**ASSIGNMENT OF REGISTERED TRADEMARK
(SHIFT WORSHIP)**

Whereas, VMG, Inc., a Nebraska corporation ("Assignor") owns the service name and mark **SHIFT WORSHIP** (the "Mark"), registered with the U.S. Patent & Trademark Office as attached on **Exhibit A**; and

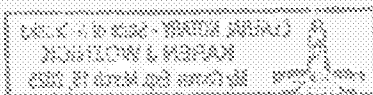
WHEREAS, pursuant to an Asset Purchase Agreement, dated as of June 25, 2021 (the "Purchase Agreement"), Salem Web Network, LLC a Delaware limited liability company ("Assignee"), is purchaser of Assignor's digital content library of visual media through its **ShiftWorship.com** domain and website which includes, without limitation, backgrounds and motion images, films, video, sermon illustrations and print files developed for use in church worship services (the "Business") to which the Mark pertains, which portion of the Business is ongoing and existing; and

WHEREAS, Assignee desires to acquire all right, title, and interest of Assignor in and to the Mark, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration as recited in the Purchase Agreement, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, and its successors and assigns, and Assignee accepts, all of Assignor's right, title, and interest in and to the Mark and the registration thereof, the goodwill of the business symbolized thereby, any and all renewals of any of the foregoing and all rights to sue for past infringement and to receive any recoveries thereof. Assignor shall execute any further documents reasonably requested by Assignee for the purpose of effectuating the assignment contemplated herein and transferring to Assignee all rights to the Mark.

This Assignment shall be effective as of July 1, 2021.

[Remainder of this page intentionally left blank. Signatures on next page.]



ASSIGNOR:

VMG, Inc.

By: [Signature]
Name: Joshua Lyon
Title: President

NOTARY PUBLIC ACKNOWLEDGMENT

State of Nebraska
County of Lincoln) ss.

On July 19, 2021, before me, Karen J Woznick, a Notary Public in and for the State and County aforesaid, personally appeared Joshua Lyon, [] personally known to me or [X] proved to me on the basis of satisfactory evidence and whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal at office.

[Signature]
Notary Public



SIGNATURE PAGE TO
ASSIGNMENT OF REGISTERED TRADEMARK

EXHIBIT "A"

Service Mark "(SHIFT WORSHIP)"
(Reg. No. 3,799,257; Registered June 8, 2010)

United States of America
United States Patent and Trademark Office



Reg. No. 3,799,257

Registered June 8, 2010

Amended Oct. 30, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

YSKL, INC. (NEBRASKA CORPORATION)
5600 THE KONY CENTER RD
LINCOLN, NE 68516

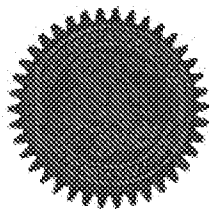
FOR ON-LINE RETAIL STORE SERVICES FEATURING DOWNLOADABLE PRE-RECORDED
AUDIO-VISUAL VIDEOS CONTAINING RELIGIOUS MESSAGES PROVIDED VIA THE
INTERNET, IN CLASS 35 (U.S. CLS. 100, 101 AND 102)

FIRST USE 5-1-2009, IN COMMERCE 5-1-2009.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WORSHIP", APART FROM
THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDS "SHIFT WORSHIP" ALONGSIDE A STYLIZED
RENDERING OF A CIRCLE IN THE MIDDLE OF A TRIED SQUARE BOTH EMPLOYED
WITHIN AN OUTER SQUARE.

SER. NO. 77-649,995, FILED 10-15-2009.



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