

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM772536

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Arena Platform, Inc.		08/19/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Arena Group Holdings, Inc.		
Street Address:	200 Vesey Street, 24th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10281		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4108795	HUBPAGES	
Registration Number:	4681678	LIFTIGNITER	
Serial Number:	90761721	THE ARENA	
Serial Number:	90761731	THE ARENA GROUP	
Serial Number:	90799513	THE ARENA GROUP	
Serial Number:	97489669	FANNATION	
Serial Number:	97489673	FANNATION	
CORRESPONDENCE DATA			
Fax Number:	2066826031		
<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:	2066224900		
Email:	USTM.Docketing@SeedIP.com		
Correspondent Name:	Seed IP Law Group LLP		
Address Line 1:	701 5th Avenue, Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98104		
ATTORNEY DOCKET NUMBER:	630272.001		
NAME OF SUBMITTER:	Syed Abedi		
SIGNATURE:	/Syed Abedi/		

OP \$190.00 4108795

DATE SIGNED:	12/07/2022
Total Attachments: 3 source=Arena Platform Assignment to Arena Group Holdings#page1.tif source=Arena Platform Assignment to Arena Group Holdings#page2.tif source=Arena Platform Assignment to Arena Group Holdings#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, The Arena Platform, Inc., a corporation of Delaware (hereinafter referred to as ASSIGNOR), is the owner of certain trademark rights worldwide, which such rights acquired through use of the marks and through trademark applications and registrations for such marks, as set forth in the ARENA SCHEDULE OF TRADEMARKS annexed hereto and made part hereof, (the trademarks, common law rights and trademark applications and registrations hereinafter collectively referred to as the TRADEMARKS); and

WHEREAS, The Arena Group Holdings, Inc., a corporation of Delaware, having its principal office at an address of 200 Vesey Street, 24th Floor, New York, New York 10281 (hereinafter referred to as ASSIGNEE), is the parent company of the ASSIGNOR and is desirous of acquiring all the right, title and interest of ASSIGNOR in, to, and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and


NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE, its successors and assigns its entire right, title and interest in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS;

ASSIGNOR does also hereby sell, assign and transfer unto ASSIGNEE, its successors and assigns all claims for damages by reason of past and present infringement of the TRADEMARKS, including the trademark rights established by use, the applications and registrations, and the right to sue for and collect damages and other relief;

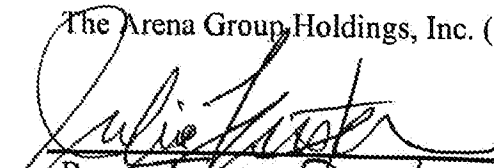
ASSIGNOR further agrees to execute such further documents as may be required by the U.S. Patent and Trademark Office or other Trademark Offices worldwide as necessary to record and/or establish ASSIGNEE as the owner of the TRADEMARKS, and all rights herein assigned.

IN WITNESS WHEREOF, the parties duly execute this Agreement by their authorized representatives, made effective as of the 19th day of August, 2022.


The Arena Platform, Inc. (ASSIGNOR)


By: Julie Fanta
Title: General Counsel

The Arena Group Holdings, Inc. (ASSIGNEE)


By: Julie Fanta
Title: General Counsel

ARENA SCHEDULE OF TRADEMARKS

Trademark	Country	App. No.	App. Date	Reg. No.	Reg. Date
A MAVEN CHANNEL	Australia	1563437	13-Oct-2020	1563437	13-Oct-2020
	Canada	2068023	13-Oct-2020	---	---
	European Union	1563437	13-Oct-2020	1563437	13-Oct-2020
	Madrid Protocol (WIPO)	A0101137	13-Oct-2020	1563437	13-Oct-2020
	Mexico	1563437	13-Oct-2020	1563437	25-Jan-2022
	New Zealand	1563437	13-Oct-2020	1563437	13-Oct-2020
	United Kingdom	1563437	13-Oct-2020	1563437	13-Oct-2020
	United States	88/886791	24-Apr-2020	6231894	29-Dec-2020
FanNation	United States	97/489669	05-Jul-2022	---	---
	United States	97/489673	05-Jul-2022	---	---
HUBPAGES	Argentina	3142497	26-Jan-2012	2573235	04-Jun-2013
	Australia	1483984	23-Jan-2012	1110313	23-Jan-2012
	Brazil	840008759	26-Jan-2012	840008759	10-Mar-2015
	Canada	1560757	20-Jan-2012	TMA842243	05-Feb-2013
	China	1110313	23-Jan-2012	1110313	23-Jan-2012
	Colombia	12-011838	26-Jan-2012	453669	22-Jun-2012
	European Union	1110313	23-Jan-2012	1110313	23-Jan-2012
	Hong Kong	302144835	20-Jan-2012	302144835	12-Nov-2012
	India	2271304	24-Jan-2012	2271304	26-Oct-2016
	Indonesia	J00.2012.003227	28-Mar-2012	IDM000433755	29-Oct-2014
	Japan	1110313	23-Jan-2012	1110313	23-Jan-2012
	Madrid Protocol (WIPO)	A0028067	23-Jan-2012	1110313	23-Jan-2012
	Mexico	1244283	26-Jan-2012	1293268	26-Jan-2012
	New Zealand	855376	20-Jan-2012	855376	31-Jul-2012
	Peru	480863	24-Jan-2012	71375	19-Apr-2012
	Philippines	4-2012-001004	26-Jan-2012	4-2012-001004	06-Dec-2012
	South Africa	2012/01716	25-Jan-2012	2012/01716	30-Sep-2013
	South Korea	1110313	23-Jan-2012	1110313	23-Jan-2012
	United Kingdom	UK00801110313	23-Jan-2012	UK00801110313	23-Jan-2012
	United States	85/381151	26-Jul-2011	4108795	06-Mar-2012
	Australia	1999528	10-Sep-2018	1458661	10-Sep-2018
	Canada	1917442	29-Aug-2018	---	---
	China	1458661	10-Sep-2018	1458661	10-Sep-2018
	European Union	1458661	10-Sep-2018	1458661	10-Sep-2018
	India	4134096	10-Sep-2018	1458661	10-Sep-2018
	Japan	1458661	10-Sep-2018	1458661	10-Sep-2018
	Madrid Protocol (WIPO)	Z1232540	10-Sep-2018	1458661	10-Sep-2018
	New Zealand	1117175	10-Sep-2018	1458661	10-Sep-2018
	United Kingdom	UK00801458661	10-Sep-2018	UK00801458661	10-Sep-2018
	United States	87/828817	10-Mar-2018	5909037	12-Nov-2019

Trademark	Country	App. No.	App. Date	Reg. No.	Reg. Date
LIFTIGNITER	United States	86/322140	26-Jun-2014	4681678	03-Feb-2015
MAVEN	Australia	1999533	10-Sep-2018	1458662	10-Sep-2018
	Canada	1917443	29-Aug-2018	TMA1112792	27-Oct-2021
	China	1458662	10-Sep-2018	1458662	10-Sep-2018
	European Union	1458662	10-Sep-2018	1458662	10-Sep-2018
	India	4134087	10-Sep-2018	1458662	10-Sep-2018
	Japan	1458662	10-Sep-2018	1458662	10-Sep-2018
	Madrid Protocol (WIPO)	Z1232539	10-Sep-2018	1458662	10-Sep-2018
	New Zealand	1117176	10-Sep-2018	1458662	10-Sep-2018
	United Kingdom	UK00801458662	10-Sep-2018	UK00801458662	10-Sep-2018
	United States	87/828835	10-Mar-2018	5858251	10-Sep-2019
	United States	87/828812	10-Mar-2018	5909036	12-Nov-2019
MAVEN COALITION	United States	88/101518	31-Aug-2018	5744437	07-May-2019
TEMPEST	United States	86/396060	16-Sep-2014	5215950	06-Jun-2017
THE ARENA	United States	90/761721	08-Jun-2021	---	---
THE ARENA GROUP	Australia	1659038	07-Dec-2021	---	---
	Canada	1659038	07-Dec-2021	---	---
	China	1659038	07-Dec-2021	---	---
	European Union	1659038	07-Dec-2021	---	---
	Madrid Protocol (WIPO)	A0117030	07-Dec-2021	1659038	07-Dec-2021
	Mexico	1659038	07-Dec-2021	---	---
	New Zealand	1659038	07-Dec-2021	---	---
	United Kingdom	1659038	07-Dec-2021	---	---
	United States	90/761731	08-Jun-2021	---	---
	Australia	1658694	07-Dec-2021	---	---
	Canada	1658694	07-Dec-2021	---	---
	China	1658694	07-Dec-2021	---	---
	European Union	1658694	07-Dec-2021	---	---
	Madrid Protocol (WIPO)	A0117031	07-Dec-2021	1658694	07-Dec-2021
	Mexico	16520934	07-Dec-2021	---	---
	New Zealand	16520934	07-Dec-2021	---	---
	United Kingdom	16520934	07-Dec-2021	---	---
	United States	90/799513	28-Jun-2021	---	---
THEMAVEN	European Union	16520934	29-Mar-2017	16520934	13-Sep-2017
	United Kingdom	UK00916520934	29-Mar-2017	UK00916520934	13-Sep-2017