

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM494743

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 New York Observer LLC		10/18/2018	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Polygravity Media LLC		
Street Address:	26 Columbia Turnpike		
City:	Florham Park		
State/Country:	NEW JERSEY		
Postal Code:	07932		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4701721	OBSERVER	
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:	2123803623		
Email:	rg@gs2law.com		
Correspondent Name:	Robert Garson		
Address Line 1:	164 West 25th Street, Suite 11R		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Robert Garson		
SIGNATURE:	/Robert Garson/		
DATE SIGNED:	10/19/2018		
Total Attachments: 1			
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OP \$40.00 4701721

Trademark Assignment

WHEREAS, THE NEW YORK OBSERVER LLC, a New York limited liability company having an address of 321 West 44th Street, 6th Floor, New York, New York 10036 ("Assignor"), has adopted, owns and is using the Mark consisting of the word, Observer, (the "Mark") in connection with the following goods and/or services: IC 035. US 100 101 102. G & S: Providing an internet website featuring news and information in the fields of national and international politics, business, art, culture, and music.

WHEREAS, Assignor owns a federal registration for the Mark on the Supplemental Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 4701721, registered on March 10, 2015; and

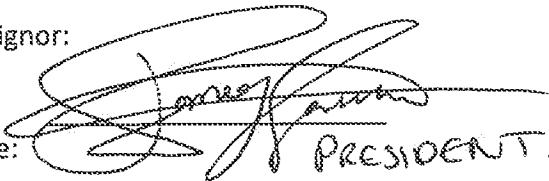
WHEREAS, POLYGRAVITY MEDIA LLC, a New Jersey limited liability company having an address of 26 Columbia Turnpike, Florham Park, New Jersey 07932, ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof; and together with all claims for damages by reason of infringement of the Mark, with the right to sue for and collect the same. Assignor hereby agrees to execute any further papers necessary to secure Assignee in its full and complete enjoyment of its rights to the Mark. Assignor hereby covenants that it has the full authority to convey the entire interest herein assigned and hereby authorizes and requests that the appropriate Trademark Office authority direct all further correspondence related to the Mark to the Assignee.

Assignor:

By:

Title:


PRESIDENT.

Dated: October 18, 2018