

EXHIBIT C TO KOEPPF DECLARATION



18

**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

AUGUST 23, 2012

PTAS

KATHERINE WINNINGHAM  
100 CHURCH STREET  
ROOM 6-245  
NEW YORK, NY 10007

**900231636**

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 08/21/2012

REEL/FRAME: 4847/0079  
NUMBER OF PAGES: 5

BRIEF: ASSIGNS THE ENTIRE INTEREST

DOCKET NUMBER: NYC ASSIGNS TO THE CITY

ASSIGNOR:

NYC & COMPANY, INC.

DOC DATE: 08/20/2012  
CITIZENSHIP: NEW YORK  
ENTITY: CORPORATION

ASSIGNEE:

THE CITY OF NEW YORK

CITIZENSHIP: NEW YORK  
ENTITY: MUNICIPAL CORPORATION

CITY HALL

NEW YORK, NEW YORK 10007

SERIAL NUMBER: 77155101

REGISTRATION NUMBER: 3668124

MARK: NYC

DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
STYLISTED FORM

FILING DATE: 04/12/2007  
REGISTRATION DATE: 08/18/2009

SERIAL NUMBER: 77155109 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3674932 REGISTRATION DATE: 09/01/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
STYLIZED FORM

SERIAL NUMBER: 77155139 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3678229 REGISTRATION DATE: 09/08/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
STYLIZED FORM

SERIAL NUMBER: 77155163 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3674933 REGISTRATION DATE: 09/01/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
STYLIZED FORM

SERIAL NUMBER: 77179887 FILING DATE: 05/14/2007  
REGISTRATION NUMBER: 3998386 REGISTRATION DATE: 07/19/2011  
MARK: GREENYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S) / LETTER(S)  
/NUMBER(S)

SERIAL NUMBER: 77179942 FILING DATE: 05/14/2007  
REGISTRATION NUMBER: 4056550 REGISTRATION DATE: 11/15/2011  
MARK:  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S) / LETTER(S)  
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SERIAL NUMBER: 77796530 FILING DATE: 08/04/2009  
REGISTRATION NUMBER: 3858973 REGISTRATION DATE: 10/12/2010  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77899885 FILING DATE: 12/23/2009  
REGISTRATION NUMBER: 3921788 REGISTRATION DATE: 02/22/2011  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77917684 FILING DATE: 01/22/2010  
REGISTRATION NUMBER: 3828317 REGISTRATION DATE: 08/03/2010  
MARK: NYC WATER  
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S) / LETTER(S)  
/NUMBER(S)

SERIAL NUMBER: 77975168 FILING DATE: 05/14/2007  
REGISTRATION NUMBER: 3932587 REGISTRATION DATE: 03/15/2011  
MARK: GREENYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77976979 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3666776 REGISTRATION DATE: 08/11/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77976980 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3666777 REGISTRATION DATE: 08/11/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77977030 FILING DATE: 04/12/2007  
REGISTRATION NUMBER: 3673025 REGISTRATION DATE: 08/25/2009  
MARK: NYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) IN  
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SERIAL NUMBER: 77978332 FILING DATE: 05/14/2007  
REGISTRATION NUMBER: 3753302 REGISTRATION DATE: 02/23/2010  
MARK: GREENYC  
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)  
/NUMBER(S)

SERIAL NUMBER: 77981485 FILING DATE: 05/14/2007  
REGISTRATION NUMBER: 4039241 REGISTRATION DATE: 10/11/2011  
MARK:  
DRAWING TYPE: AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)  
/NUMBER(S)

ASSIGNMENT RECORDATION BRANCH  
PUBLIC RECORDS DIVISION

## TRADEMARK ASSIGNMENT

WHEREAS NYC & Company, Inc. ("NYC & Company"), a New York not-for-profit corporation, with a principal office located at 810 Seventh Avenue, New York, NY 10019, has adopted, used and is using and is owner of the trademark registrations shown on the attached Exhibit A (the "NYC Trademarks"); and

WHEREAS The City of New York, (the "City of New York"), a municipal corporation organized under the laws of the State of New York, with an office located at City Hall, New York, NY 10007, is desirous of acquiring the NYC Trademarks and any trademark applications or registrations therefor;

NOW, THEREFORE, for the sum of U.S. \$1.00 and any other good and valuable consideration, receipt of which is hereby acknowledged, NYC & Company does hereby assign to the City of New York all right, title and interest in and to the NYC Trademarks, and any trademark applications and registrations therefore, together with the good will symbolized by the trademarks.

Dated: August 2<sup>d</sup>, 2012








NYC & COMPANY, INC.









By: 

Name: Bryan Grimaldi

Title: Chief Operating Officer

**EXHIBIT A TO TRADEMARK ASSIGNMENT**

| <u>Design</u>   | <u>Trademark</u>              | <u>Req. #</u> | <u>Req. Date</u> | <u>GOODS/SERVICES</u>   |
|---|-------------------------------|---------------|------------------|---|
|    | NYC<br>(HORIZONTAL)<br>DESIGN | 3,668,124     | 8/18/09          | Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35); Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41). |
|    | NYC<br>(HORIZONTAL)<br>DESIGN | 3,858,973     | 10/12/10         | Clothing, namely, caps, t-shirts and sweatshirts (Class 25).  |
|    | NYC<br>(HORIZONTAL)<br>DESIGN | 3,921,788     | 2/22/11          | Toys and sporting goods; namely, toy model cars, stuffed toy animals, toy dolls and accessories therefor, articulated toy figurines, toy banks, and Christmas tree ornaments (Class 28).  |
|  | NYC (VERTICAL)<br>DESIGN      | 3,674,933     | 9/1/09           | Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).  |
|  | NYC (VERTICAL)<br>DESIGN      | 3,673,025     | 8/25/09          | Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35)   |
|  | NYC (N OVER Y)<br>DESIGN      | 9/8/09        | 3678229          | Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).  |
|  | NYC (N OVER Y)<br>DESIGN      | 3,666,776     | 8/11/09          | Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35).  |

| <u>Design</u>   | <u>Trademark</u>                  | <u>Req. #</u> | <u>Req. Date</u> | <u>GOODS/SERVICES</u>  |
|---|-----------------------------------|---------------|------------------|--|
|    | NYC (Y OVER C) DESIGN             | 3,674,932     | 9/1/09           | Entertainment, namely, production and presentation of events in the nature of live show performances, live music concerts, live musical performances and cultural events (Class 41).   |
|    | NYC (Y OVER C) DESIGN             | 3,666,777     | 8/11/09          | Promoting business and tourism in the New York metropolitan area, namely, promoting the services of others in the fields of tourism, conventions, restaurants, retail stores, cultural activities, business and business investment in New York City through the distribution of printed, video, online, and audio promotional materials, press releases, press conferences and the rendering of sales promotion advice; providing promotion of special events (Class 35). |
|    | greeNYC (Stylized)                | 3,932,587     | 3/15/2011        | Sweat shirts; T-shirts; Caps in Class 25; Promoting the economic development in the City of New York, Promoting public awareness of policies and practices of the City of New York in the field of environmentally sustainable growth, in Class 35   |
|   | greeNYC (Stylized) & Apple Design | 3,998,386     | 7/19/11          | Publications, namely, brochures, booklets, and teaching materials in the field of promoting business, tourism, economic development and education on environmentally friendly policies and practices of the City of New York in Class 16;.   |
|  | greeNYC (Stylized) & Apple Design | 3,753,302     | 2/23/10          | Sweat shirts; T-shirts; Caps in Class 25; Promoting the economic development in the City of New York, Promoting public awareness of policies and practices of the City of New York in the field of environmentally sustainable growth, in Class 35   |
|  | Apple Design                      | 4,039,241     | 10/11/11         | Sweat shirts; T-shirts; Caps in Class 25.  |
|  | Apple Design                      | 4,056,550     | 11/15/11         | Publications, namely, brochures, booklets, and teaching materials in the field of promoting business, tourism, economic development and education on environmentally friendly policies and practices of the City of New York in Class 16.  |
|  | nyc water & design                | 3,828,317     | 8/3/10           | Housewares, namely, coffee mugs, thermal insulated containers for food or beverage, drinking glasses, glass carafes, glass dishes, plastic water bottles sold empty (Class 21).  |