

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM587684

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steve Harvey Radio Network, Inc.		07/20/2020	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Steve Harvey Global IP Co., LLC		
Street Address:	10061 Riverside Dr., #759		
City:	Toluca Lake		
State/Country:	CALIFORNIA		
Postal Code:	91602		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5136757	STRAWBERRY LETTER...	
CORRESPONDENCE DATA			
Fax Number:	7044441111		
<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:	7044441115		
Email:	elaine.hunt@alston.com		
Correspondent Name:	Lauren R. Timmons		
Address Line 1:	Alston & Bird LLP		
Address Line 2:	101 South Tryon Street, Suite 4000		
Address Line 4:	Charlotte, NORTH CAROLINA 28280-4000		
NAME OF SUBMITTER:	Elaine B. Hunt		
SIGNATURE:	/Elaine B. Hunt/		
DATE SIGNED:	07/21/2020		
Total Attachments: 2			
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source=steve harvey radio#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Trademark Assignment"), effective as of the date of last signature below (the "Effective Date"), is made by and between Steve Harvey Radio Network, Inc., a Texas corporation ("Assignor") and Steve Harvey Global IP Co., LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademark shown on Schedule A hereto and the goodwill associated therewith (collectively, the "Mark"), and Assignors now desire to assign, transfer and convey all of its right, title and interest in and to the Mark; and

WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in and to the Mark.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Mark, including all common law rights in the Marks, together with the goodwill of the business symbolized by the Mark, and all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Mark.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Further, this assignment may be executed by electronic transmission (e.g. a .pdf file containing an electronic signature), and such signature shall have the same force and effect as an original signature.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be signed as of the date indicated below.

Assignor

Steve Harvey Radio Network, Inc.

Signature: 

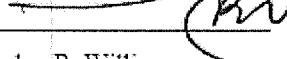
Name: Brandon R. Williams

Title: COO/CLO

Date: July 20, 2020

Assignee

Steve Harvey Global IP Co., LLC


Signature: 

Name: Brandon R. Williams

Title: COO/CLO

Date: July 20, 2020

Schedule A

Mark	Reg. No.	Services
<p>STRAWBERRY LETTER... & Design</p>  <hr/>	5,136,757	41- Entertainment services, namely, providing a website at which the general public can receive advice from an individual or entity concerning happiness, such advice being for entertainment purposes only; entertainment services, namely, the provision of continuing segments featuring commentary delivered by radio