

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM608311

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WORLD PUBLICATIONS, LLC		10/01/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	BONNIER CORPORATION		
Street Address:	480 N ORLANDO AVE STE 236		
City:	WINTER PARK		
State/Country:	FLORIDA		
Postal Code:	32789-2988		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 50			
Property Type	Number	Word Mark	
Registration Number:	2349151	BOATING LIFE	
Registration Number:	4113281	BOATINGLAB	
Registration Number:	4169175	BOATINGLIFE360	
Registration Number:	3039693	CARIBBEAN TRAVEL & LIFE	
Registration Number:	4048275	CARIBBEAN TRAVEL + LIFE	
Registration Number:	1039649	CRUISING WORLD	
Registration Number:	2108538	CRUISING WORLD	
Registration Number:	3424927	DESTINATION WEDDINGS & HONEYMOONS	
Registration Number:	4866681	DESTINATION WEDDINGS & HONEYMOONS	
Registration Number:	3479774	FISHSTOCK	
Registration Number:	2804923	FISHSTOCK THE TOTAL SALTWATER EXPERIENCE	
Registration Number:	3281059	FLORIDA TRAVEL + LIFE	
Registration Number:	3328125	FLORIDA TRAVEL + LIFE	
Registration Number:	4088470	FLORIDA TRAVEL + LIFE AFFORDABLE LUXURY	
Registration Number:	3982411	FLORIDA TRAVEL + LIFE AFFORDABLE LUXURY	
Registration Number:	3040699	FLORIDA TRAVEL AND LIFE	
Registration Number:	2697841	FLY FISHING IN SALT WATERS	
Registration Number:	3471371	FLY FISHING IN SALT WATERS	
Registration Number:	2346681	ISLANDS	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	3471364	ISLANDS
Registration Number:	2468559	KITE BOARDING
Registration Number:	3467484	LIVEBROCHURE
Registration Number:	1607444	MARLIN
Registration Number:	2350989	MARLIN
Registration Number:	2172952	NOOD
Registration Number:	2187572	NOOD
Registration Number:	4161841	OFFSHORE QUEST
Registration Number:	3794069	OFFSHORE WORLD
Registration Number:	3421007	POWER CRUISING
Registration Number:	3421008	POWER CRUISING
Registration Number:	3723978	SAIL GREEN
Registration Number:	3890656	SAIL GREEN THE WIND IS FREE
Registration Number:	1447406	SAILING WORLD
Registration Number:	2106613	SAILING WORLD
Registration Number:	3972131	SALT WATER KIDS
Registration Number:	2350988	SPORT FISHING
Registration Number:	3467465	SPORT FISHING
Registration Number:	4941963	SPORT FISHING
Registration Number:	4047264	SPORT FISHING TELEVISION
Registration Number:	1854625	SPORT FISHING THE MAGAZINE OF OFFSHORE F
Registration Number:	3027150	SPORT FISHING THE MAGAZINE OF SALTWATER
Registration Number:	1633590	THE SAILING COMPANY
Registration Number:	2264598	WAKE BOARDING
Registration Number:	3471950	WAKE BOARDING
Registration Number:	4722424	WAKEBOARDING
Registration Number:	3467483	WATER SKI
Registration Number:	3467599	WATER SKI
Registration Number:	1882124	WATERSKI THE WORLD'S LEADING WATER SKIIN
Registration Number:	2305014	WATERSPORTS RETAILER
Registration Number:	2303706	WIND SURFING

CORRESPONDENCE DATA

Fax Number: 4075714719

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.

Phone: 407-571-4715

Email: trademark@bonniercorp.com

Correspondent Name: JEREMY M. THOMPSON

Address Line 1: BONNIER CORPORATION

TRADEMARK

REEL: 007104 FRAME: 0181

Address Line 2: 480 N ORLANDO AVE STE 236
Address Line 4: WINTER PARK, FLORIDA 32789-2988

NAME OF SUBMITTER: SHARI LIPARI

SIGNATURE: /SHARI LIPARI/

DATE SIGNED: 11/12/2020

Total Attachments: 5

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ASSIGNMENT

WHEREAS, World Publications, LLC, a Delaware Limited Liability Company, whose principal place of business is located at 480 N. Orlando Ave., Ste. 236, Winter Park, Florida 32789 (hereinafter referred to as “**ASSIGNOR**”) is desirous of assigning the registered trademarks listed on Schedule A and all the marks under common law (hereinafter referred to as “the trademarks”), together with all the brands associated therewith, copyrights, and domain names in the U.S. and internationally (hereinafter referred to as “the Intellectual Property”), and is the owner of all rights, titles and interests in and to the Intellectual Property;

WHEREAS, Bonnier Corporation, a Delaware Corporation, whose principal place of business is located at 480 North Orlando Ave., Ste. 236, Winter Park, Florida (hereinafter referred to as “**ASSIGNEE**”), is desirous of acquiring all rights, titles and interests in and to the Intellectual Property, including the goodwill of the trademarks, and in and to all rights under said trademarks including, but not limited to, all common law rights in the Trademarks.

NOW, THEREFORE, for good and valuable considerations, the receipt of which is hereby acknowledged, **ASSIGNOR**, is assigning, transferring, conveying and granting hereby to **ASSIGNEE**, its successors and assigns, any and all rights, titles and interests which it may have in and to the Intellectual property, including the trademarks and the goodwill of the trademarks, thereby including the right to bring or maintain suit at law and equity for past infringements of the Intellectual Property and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

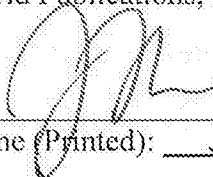
ASSIGNOR authorizes and requests the Director of the United States Patent and Trademark Office and the United States Copyright Office and the empowered official of any foreign trademark or copyright office to issue all future documents pertaining to the Intellectual

Property in the name of the ASSIGNEE, its successors and assigns, in accordance with this Assignment.

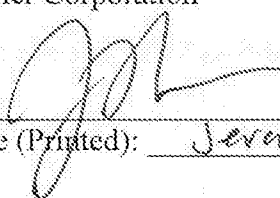
ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE any further documents or instruments and do any and all further acts that may be necessary to vest in ASSIGNEE, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and United States Copyright Office and in the corresponding offices of countries foreign to the United States.

SIGNED under seal this 1st day of October, 2020.

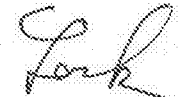
World Publications, LLC


Name (Printed): Jeremy Thompson


Bonnier Corporation

By: 
Name (Printed): Jeremy Thompson

WITNESSED BY:


Name (Printed): Wang Hsueh Lock

WITNESSED BY:


Name (Printed): Wang Hsueh Lock

SCHEDULE A

Mark	Serial #	Registration Nt	Goods & Services
BOATING LIFE	75/574,830	2,349,151	042 - Computer services, namely providing on-line magazines in the fields of boating, fishing, and recreational water-sports
BOATINGLAB	85/342,144	4,113,281	041 - Publishing of reviews based on reviewing, testing and rating of boats and marine products and services of others; Providing on-line publications in the nature of a section in an online magazine featuring reviewing, testing and rating of boats and marine products and services of others 042 - Product testing services related to boats and marine products and services of others; providing a website featuring
BOATINGLIFE360	85/338,134	4,169,175	035 - Providing information via a global computer network relating to new and used boats for sale, availability of boat parts and accessories for purchase; directory information services featuring information regarding boat dealers, manufacturers, brokers, marine services and service providers; trade information in the field of boats; providing information via a global computer network relating to boat reviews, boat tours and virtual test drive videos used for marketing purposes; providing boating resource information regarding boating gear and equipment for sale, reviews and ratings for these goods; dissemination of advertising for others by means of electronic communications networks
CARIBBEAN TRAVEL & LIFE	76/622,334	3,039,693	016 - magazine in the field of travel
CARIBBEAN TRAVEL + LIFE	85/244,782	4,048,275	041 - Computer services, namely, providing on-line magazines about the Caribbean in the fields of travel, lifestyle
CRUISING WORLD	73/032,827	1,039,649	016 - MAGAZINE
CRUISING WORLD	75/116,903	2,108,538	042 - computer services, namely, providing an on-line magazine, in the field of information on the sailing industry,
DESTINATION WEDDINGS & HONEYMOONS	77/342,589	3,424,927	041 - Providing on-line publications in the nature of an online magazine about general interest topics in the fields of wedding, matrimony and honeymoon planning through a
DESTINATION WEDDINGS & FISHSTOCK	86/617,217	4,866,681	016 - Publications, namely, magazines in the field of wedding, matrimony and honeymoon planning
FISHSTOCK THE TOTAL SALTWATER EXPERIENCE	77/339,982	3,479,774	041 - Entertainment and educational service, namely, conducting instruction, demonstrations and clinics in the fields
FLORIDA TRAVEL + LIFE	78/208,589	2,804,923	041 - ENTERTAINMENT AND EDUCATIONAL SERVICE, NAMELY, CONDUCTING INSTRUCTION, DEMONSTRATIONS AND CLINICS IN THE FIELDS OF
FLORIDA TRAVEL + LIFE AFFORDABLE	78/362,651	3,281,059	016 - Publications, namely magazines about the state of Florida in the fields of travel, lifestyle and history 041 - Providing on-line magazines about the state of Florida in the fields of travel, lifestyle and history
FLORIDA TRAVEL + LIFE AFFORDABLE	78/764,348	3,328,125	016 - Magazines featuring subjects of interest to residents of
FLORIDA TRAVEL + LIFE AFFORDABLE	77/947,038	4,088,470	009 - DVDs featuring the state of Florida in the fields of travel, lifestyle and history

SCHEDULE A

FLORIDA TRAVEL + LIFE AFFORDABLE LUXURY	77/981,865	3,982,411	016 - Magazine sections featuring the state of Florida in the fields of travel, lifestyle and history 041 - Entertainment services, namely, providing online historical information by means of articles, photos, images, audio and video featuring the state of Florida; entertainment services, namely, an on-going documentary series featuring the state of Florida in the fields of travel, lifestyle and history provided through cable television; Entertainment services, namely, providing online entertainment information through the use of articles, photos, images, audio and video featuring the state of Florida; Entertainment services, namely, providing online information relating to the organizing of educational, cultural, sporting, or entertainment exhibitions in the state of Florida by means of articles, photos, images, audio and video
FLORIDA TRAVEL AND LIFE	78/479,498	3,040,699	043 - Providing personalized online information in the nature of an online periodical magazine dealing with subjects of interest to residents of and visitors to Florida
FLY FISHING IN SALT WATERS	78/070,174	2,697,841	016 - publications, namely magazines in the field of fly fishing, travel, outdoor recreation and the study of saltwater fish
FLY FISHING IN SALT WATERS	77/342,687	3,471,371	041 - Providing on-line publications in the nature of an online magazine about general interest topics on the subject of fly fishing, travel, outdoor recreation and the study of saltwater fish
ISLANDS	75/573,767	2,346,681	016 - MAGAZINES DEALING WITH GENERAL INTEREST TOPICS IN THE FIELDS OF TRAVEL, LIVING STYLES, AND VACATIONS IN PLACES OF LEISURE and WALL
ISLANDS	77/342,532	3,471,364	041 - Providing on-line publications in the nature of an online magazine about general interest topics in the fields of travel, living styles and vacations in places of leisure, through a
KITE BOARDING	75/664,190	2,468,559	016 - Publications, namely magazines in the fields of kite-powered sports and board sailing
LIVEBROCHURE	77/339,941	3,467,484	035 - Providing marketing and advertising services, namely, branded promotional products offered through print, email and
MARLIN	73/809,810	1,607,444	016 - PUBLICATION, NAMELY MAGAZINE RELATING TO
MARLIN	75/574,828	2,350,989	042 - Computer services, namely, providing on-line magazines in the field of sport Fishing
NOOD	75/313,873	2,172,952	041 - entertainment services, namely, arranging and conducting sailing regattas and exhibitions
NOOD	75/319,916	2,187,572	025 - clothing, namely, caps, hats, jackets, vests, sport shirts, tee shirts and turtlenecks
OFFSHORE QUEST	85/164,439	4,161,841	041 - Education and entertainment services, namely, production and distribution of television programs in the field of fishing and fishing competitions; entertainment services, namely, providing a television program in the field of fishing and fishing competitions via a global computer network; providing an Internet website portal in the field of
OFFSHORE WORLD	77/577,491	3,794,069	016 - Magazine, namely, annual periodical focusing on big-game fishing, tournament fishing, and promoting a fishing
POWER CRUISING	77/339,717	3,421,007	016 - Publications, namely, magazines in the field of power
POWER CRUISING	77/342,434	3,421,008	041 - Providing online publications in the nature of a magazine in the field of information on the power boat
SAIL GREEN	77/620,631	3,723,978	035 - Promoting public awareness of the need for energy efficiency and energy conservation in the field of boating by providing information and advice regarding the efficient use of
SAIL GREEN THE WIND IS FREE	77/620,683	3,890,656	035 - Promoting public awareness of the need for energy efficiency and energy conservation in the field of boating by providing information and advice regarding the efficient use of
SAILING WORLD	73/611,828	1,447,406	016 - MAGAZINE
SAILING WORLD	75/116,902	2,106,613	042 - computer services, namely, providing an on-line magazine, in the field of information on the sailing industry,

SCHEDULE A

SALT WATER KIDS	85/135,725	3,972,131	041 - providing an interactive website featuring sports information in the nature of detailing accomplishments of outstanding children and young adults in the activity of
SPORT FISHING	75/574,826	2,350,988	042 - Computer services, namely providing on-line magazines in the field of sport fishing
SPORT FISHING	77/339,766	3,467,465	016 - Publication, namely, magazines in the fields of offshore and nearshore fishing, instructional technique, boating, safety
SPORT FISHING	86/298,480	4,941,963	025 - Clothing, namely, shirts, T-shirts, sweat shirts, caps,
SPORT FISHING	85/393,981	4,047,264	041 - Entertainment in the nature of on-going programs in the field of fishing, broadcast over television, satellite, cable,
TELEVISION			global computer network, audio, and video media
SPORT FISHING THE MAGAZINE OF OFFSHORE FISHING	74/417,804	1,854,625	016 - magazines in the field of fishing and boating
SPORT FISHING THE MAGAZINE OF SALTWATER FISHING	78/420,596	3,027,150	016 - Publication, namely magazines in the fields of offshore and nearshore fishing, instructional technique, boating, safety and conservation
THE SAILING COMPANY	73/808,944	1,633,590	035 - ARRANGING AND CONDUCTING TRADE SHOWS IN THE FIELD OF SAILING
			041 - ENTERTAINMENT SERVICES, NAMELY, ARRANGING AND CONDUCTING SAILING REGATTAS AND EXHIBITIONS; PUBLICATION OF MAGAZINES, NEWSLETTERS AND PRINTED PROGRAMS FOR OTHERS
WAKE BOARDING	75/463,579	2,264,598	016 - Publications, namely magazines relating to water sports
WAKE BOARDING	77/353,658	3,471,950	041 - Educational and entertainment services, namely, conducting educational courses and seminars in the field of water sports and distributing educational audiovisual materials in connection therewith; production of television programs in the field of water sports; Providing on-line publications in the nature of an online magazine about
WAKEBOARDING	86/219,931	4,722,424	016 - Publications, namely, magazines relating to water sports
			035 - Providing online buyer's guides in the field of water sports equipment
			041 - Educational and entertainment services, namely, providing online educational courses, and how-to videos in the field of water sports and distributing educational audiovisual materials in connection therewith; organizing
WATER SKI	77/339,924	3,467,483	016 - Magazines in the field of waterskiing
WATER SKI	77/342,490	3,467,599	041 - Providing online publications, namely, magazines in the
WATERSKI THE WORLD'S LEADING WATER SKIING	74/417,802	1,882,124	016 - magazines in the field of waterskiing
WATERSPORTS	75/664,192	2,305,014	016 - Publications, namely magazines in the fields of water
WIND SURFING	75/501,237	2,303,706	016 - publications, namely, magazines in the field of wind

TRADEMARK

RECORDED: 11/12/2020

REEL: 007104 FRAME: 0187