

03-20-2003



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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102395035

To the Honorable Comm.

the attached original documents or copy thereof.

1. Name of conveying party(ies):

3/18/03

LEADING GOLF COURSES OF
AMERICA,

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company
State of Illinois

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: American Express Company

Internal

Address: _____

200 Vesey Street

Street Address: _____

City: New York State: NY Zip: 10285

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: October 28, 2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,198,789

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Davina M. Bowman

Internal Address: American Express Company

Street Address: 200 Vesey Street

City: New York State: NY Zip: 10285

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Davina M. Bowman

Name of Person Signing

Davina M. Bowman

Signature

3/18/03

Date

Total number of pages including cover sheet, attachments, and document: 5

03/19/2003 BBYRNE 00000070 2198789

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40.00 All documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002695 FRAME: 0112

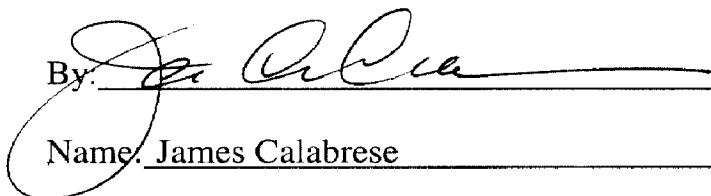
TRADEMARK ASSIGNMENT

WHEREAS, Leading Golf Courses of American (“LGCA”), a limited liability company organized under the laws of the State of Illinois and having a place of business at 190 Abbot Drive, Wheeling, Illinois, United States of America, has adopted and is presently using DON’T PLAY GOLF WITHOUT IT and the registration therefore, Reg. No. 2,198,789 (the “Mark”);

WHEREAS, American Express company (“AMEX”), a corporation organized under the laws of the State of New York having a place of business in New York City, New York, United States of American, is desirous of acquiring said Mark, and the registration therefore, and the goodwill associated therewith;

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, LGCA does hereby assign to AMEX all right, title and interest in, to and under said Mark and the registration therefore, together with the goodwill of the business connection with the use of and symbolized by the Mark; and together with all causes of action for the infringement of such Mark.

LEADING GOLF COURSES OF AMERICA

By:  _____
Name: James Calabrese
Title: Vice President

HUNT

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ACKNOWLEDGEMENT

STATE OF ILLINOIS)
COUNTY OF COOK) SS

Be it remembered on this 28 day of ~~September~~ ^{OCTOBER}, 2002, before me, the subscriber, a Notary Public authorized to take acknowledgements and proofs in said county and state, personally appeared JAMES A CALABRESSE, to me known, who being by me duly sworn according to law, on his/her oath does depose and make proof of my satisfaction that he was at the time of the execution thereof VICE PRESIDENT of Leading Golf Courses of America, the ASSIGNOR in the foregoing instrument; and that he/she signed, sealed and delivered the instrument as the voluntary act and deed of said corporation, by virtue of his/her authority.

Donna M. Jitchotvisut
Notary Public

