

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Elvis Presley Memorial Foundation of Tupelo		04/25/2002	memorial foundation: MISSISSIPPI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Elvis Presley Enterprises, Inc.		
<b>Street Address:</b>	3734 Elvis Presley Boulevard		
<b>City:</b>	Memphis		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38116		
<b>Entity Type:</b>	CORPORATION: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	74671430	BIRTHPLACE OF ELVIS PRESLEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(901)525-2389		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	901-525-1322		
<b>Email:</b>	bbradley@glankler.com		
<b>Correspondent Name:</b>	William R. Bradley, Jr.		
<b>Address Line 1:</b>	1700 One Commerce Square		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38103		
<b>NAME OF SUBMITTER:</b>	William R. Bradley, Jr.		
<b>Total Attachments: 1</b> source=Aggrement#page1.tif			

OP \$40.00 74671430

## SUMMARY OF AGREEMENT

THIS IS A SUMMARY OF THE MAIN TERMS AND CONDITIONS OF AN AGREEMENT BETWEEN ELVIS PRESLEY ENTERPRISES, INC. AND THE ELVIS PRESLEY MEMORIAL FOUNDATION OF TUPELO (MCCOMB2).

ADDRESS: Guy W. Mitchell, III, Esq., Mitchell, McNutt and Sams, P.A.  
P. O. Box 7120, Tupelo, Mississippi 38802-7120  
Henry Dodge, Chairman, Elvis Presley Memorial Foundation of Tupelo  
P. O. Box 1688, Tupelo, Mississippi 38802-1588

CONTACT: Mr. Guy W. Mitchell/Mr. Henry Dodge

ARTICLES: Maintain AND Manage the Birthplace of Elvis A. Presley (the original home, chapel, gift shop and museum as a tourist attraction in Tupelo, Mississippi.

PROPERTY: The name, likeness and image of Elvis Presley and the Trademarks(s) identified in License Agreement.

SAMPLES REQUIRED: N/A

MARKETING DEADLINE: N/A

SELL-OFF PERIOD: N/A

EXCLUSIVITY:  Non-Exclusive ( ) Exclusive

DISTRIBUTION CHANNELS:  General Retail Trade

## TERMS

CONTRACT TERM: January 1, 2002 through December 31, 2012  
TERRITORY: Elvis Presley's Birth Place, Tupelo, Mississippi.  
ROYALTY RATE: N/A  
TOTAL GUARANTEE: \$10.00  
GUARANTEE PAYMENTS:

CHANGES TO STANDARD LICENSE:  Yes ( ) No  
MANUFACTURERS OTHER THAN LICENSEE:  Yes ( ) No  
INSURANCE CERTIFICATE ON FILE: ( ) Yes  No

PREPARED BY: *Dorothy Smith*  DATE: May 6, 2002  
ACCOUNT MANAGER: *Carol Butler*  
ENTERED IN CMS: May 6, 2002

APPROVED:

\_\_\_\_\_  
Carol F. Butler

DATE: \_\_\_\_\_