

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------|----------|----------------|-----------------------|
| R&S Impressions | | 11/30/2004 | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

| | |
|-----------------|--|
| Name: | Syracuse University |
| Street Address: | Skytop |
| City: | Syracuse |
| State/Country: | NEW YORK |
| Postal Code: | 13244 |
| Entity Type: | not-for-profit educational corporation: NEW YORK |

PROPERTY NUMBERS Total: 8

| Property Type | Number | Word Mark |
|----------------------|----------|----------------------------|
| Serial Number: | 78237513 | REAL CHAMPS WEAR ORANGE |
| Serial Number: | 78271584 | REAL DADS WEAR ORANGE |
| Serial Number: | 78271567 | REAL MOMS WEAR ORANGE |
| Serial Number: | 78237493 | REAL CHAMPIONS WEAR ORANGE |
| Registration Number: | 2463627 | REAL FANS WEAR ORANGE |
| Registration Number: | 2268372 | REAL KIDS WEAR ORANGE |
| Registration Number: | 2306912 | REAL MEN WEAR ORANGE |
| Registration Number: | 2268371 | REAL WOMEN WEAR ORANGE |

CORRESPONDENCE DATA

Fax Number: (315)218-8100
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: bskpto@bsk.com
 Correspondent Name: Bond, Schoeneck & King PLLC
 Address Line 1: One Lincoln Center
 Address Line 2: 17th Floor
 Address Line 4: Syracuse, NEW YORK 13202-1355

CH \$215.00 78237513

ATTORNEY DOCKET NUMBER:

220653

NAME OF SUBMITTER:

Robert J. Sinnema

Total Attachments: 2

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EXHIBIT C

TRADEMARK ASSIGNMENT

WHEREAS, R&S IMPRESSIONS, a New York corporation, with an office at 125 Marshall St., Syracuse, New York 13210 ("Assignor" or "RSI"), used, is using, and is the owner of the name, registrations, applications, and marks identified in Exhibit A to that Settlement Agreement between the parties, of even date herewith (hereinafter "Trademarks");

WHEREAS, SYRACUSE UNIVERSITY, a New York not-for-profit educational corporation, with its principal office in at Skytop, Syracuse, New York 13244 ("Assignee" or "University") desires to acquire RSI's rights in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, RSI does hereby assign, transfer and convey to the University all of its right, title, and interest in and to the Trademarks together with the goodwill of the business symbolized thereby,

Provided, however, that in the event that if the University abandons the Trademarks or any one of them, the Trademark(s) that is(are) abandoned automatically revert to RSI and RSI shall have the right to register the Trademark(s) with the United States Patent and Trademark Office and State of New York.

IN WITNESS WHEREOF, Syracuse University and RSI have executed this Trademark Assignment Agreement on the 30 day of ~~October~~, 2004.
NOVEMBER,

SYRACUSE UNIVERSITY

By: Louis G. Marcoccia 12/2/04
Louis G. Marcoccia,
Senior Vice President for Business Finance
and Administrative Services

R&S IMPRESSIONS, INC.

By: David Jacobs
David Jacobs
President 11/30/04

David Jacobs appeared before me.
Suzanne Fadden

SUZANNE FADDEN
No. 01FA000426
Notary Public, State of New York, 1013898.1 10/25/2004
Qualified in Cayuga County
My Commission Expires Sept. 16, 2006

TRADEMARK

REEL: 002984 FRAME: 0902

EXHIBIT A
TRADEMARKS

| Mark | Serial Number | Reg. Number |
|----------------------------|----------------------|--------------------|
| REAL CHAMPS WEAR ORANGE | 78237513 | |
| REAL DADS WEAR ORANGE | 78271584 | |
| REAL MOMS WEAR ORANGE | 78271567 | |
| REAL CHAMPIONS WEAR ORANGE | 78237493 | |
| REAL FANS WEAR ORANGE | 75928896 | 2463627 |
| REAL KIDS WEAR ORANGE | 75394452 | 2268372 |
| REAL MEN WEAR ORANGE | 75394451 | 2306912 |
| REAL WOMEN WEAR ORANGE | 75394450 | 2268371 |

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