

TRADEMARK ASSIGNMENT

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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
Mr. Muhammad Ali		03/25/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Trustees of the Muhammad Ali Family Trust		
Street Address:	P.O. Box 160		
City:	Berrien Springs		
State/Country:	MICHIGAN		
Postal Code:	49103		
Entity Type:	TRUST: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2845065	ALI	
CORRESPONDENCE DATA			
Fax Number:	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 321-2000		
Email:	skb@msk.com		
Correspondent Name:	Lucy B. Arant/Mitchell Silberberg & Knup		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	35315-00005		
NAME OF SUBMITTER:	Lucy B. Arant		
Signature:	/LBA012362/		
Date:	03/31/2006		

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Total Attachments: 1
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ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, MUHAMMAD ALI, a United States citizen residing at P.O. Box 160, Berrien Springs, Michigan 49103, is using the following mark in commerce and has a United States trademark registration, now assigned as set forth below, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060

TRADEMARKS	REG. NO.	DATE OF REGISTRATION
ALI (block letters)	2845065	May 25, 2004

WHEREAS, THE TRUSTEES OF THE MUHAMMAD ALI FAMILY TRUST, a Trust organized under the laws of the state of Michigan having its principal offices at P.O. Box 160, Berrien Springs, MI 49103, the successor of the ongoing and existing business [or portion thereof] of MUHAMMAD ALI to which the mark pertains, is desirous of acquiring said trademark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MUHAMMAD ALI does hereby assign to THE TRUSTEES OF THE MUHAMMAD ALI FAMILY TRUST all right, title and interest in and to said trademark and registration in the United States and throughout the world therefore, together with the goodwill of the business in connection with which said trademark is used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

Assignor hereby covenants with assignee that it is the lawful owner of the rights in and to the works and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

MUHAMMAD ALI

Signed at Phoenix, this 25 day of March, 2006

Muhammad Ali
Signature

Muhammad Ali
Name

THE TRUSTEES OF THE MUHAMMAD ALI FAMILY TRUST

Signed at Phoenix, this 25 day of March, 2006

Muhammad Ali
Signature

Muhammad Ali
Name
Trustee
Title