

**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>
Atlanta Falcons Retail, L.L.C.		12/28/2006	CORPORATION: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Atlanta Falcons Football Club LLC		
<b>Street Address:</b>	4400 Falcon Parkway		
<b>City:</b>	Flowery Branch		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30542		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78632958	FALCONS 365	
<b>Serial Number:</b>	78696348	FALCONS 365	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)847-1904		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-450-2000		
<b>Email:</b>	trademarkmatters@nfl.com		
<b>Correspondent Name:</b>	Anastasia Danias		
<b>Address Line 1:</b>	280 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	FALCONS 365 ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Anastasia Danias		
<b>Signature:</b>	/Anastasia Danias/		
<b>Date:</b>	01/04/2007		

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Total Attachments: 2

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## ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, Atlanta Falcons Retail, L.L.C. , a corporation organized and existing under the laws of the State of Georgia, (hereinafter "Assignor"), has registered or applied for registration for the trademarks, service marks and other intellectual property (hereinafter the "IP") on the attached Schedule A.

WHEREAS, Atlanta Falcons Football Club, LLC, a limited liability company organized and existing under the laws of the State of Georgia, (hereinafter "Assignee"), is desirous of acquiring all rights, title and interest in and to the IP, together with the goodwill of the business symbolized by the IP and the registrations and applications thereof;

WHEREAS, the assignments of said IP, and registrations and applications thereof, shall be made of record in the United States Patent and Trademark Office and other appropriate patent and trademark offices;

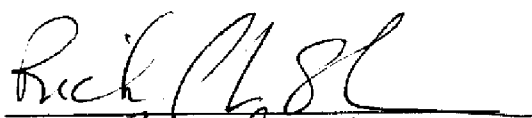
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor assigns to Assignee, all rights, title and interest in and to the IP, together with the goodwill of the business symbolized by the IP, including, that portion of Assignor's business on or in connection with which it has a bona fide intent to use the IP, and all of Assignor's rights therein, to Assignee, and the registrations and applications thereof, and all rights to damages and profits, due or accrued, arising out of past infringements of said IP, and the right to sue for and recover the same.

Assignor agrees that it will execute or arrange for execution of such further assignment documents as may be required, if any, from Assignor, to permit Assignee to obtain recordation of Assignor's assignment to Assignee of said IP, and the registrations and applications therefor.

Dated: 12/28/06

**Assignor:**

Atlanta Falcons Retail, L.L.C.



Name: Richard Sullivan  
Title: President - Retail

**Assignee:**

Atlanta Falcons Football Club, LLC



Name: Gordon B. READS  
Title: CFO

**SCHEDULE A – TRADEMARKS TO BE ASSIGNED**

<b>COUNTRY/REGISTER</b>	<b>TRADEMARK</b>	<b>APPLICATION NO.</b>	<b>APPLICATION DATE</b>
<b>CTM</b>			
	FALCONS 365 (Wordmark)	004691994	October 31, 2005
	FALCONS 365 Logo	004692059	October 31, 2005
<b>United States</b>			
	FALCONS 365 (Wordmark)	78/632958	May 19, 2005
	FALCONS 365 Logo	78/696348	August 19, 2005