

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
G.O.A.T. LLC		07/17/2006	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Muhammad Ali Enterprises LLC
Street Address:	Box 160
City:	Berrien Springs
State/Country:	MICHIGAN
Postal Code:	49103
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	76258346	THRILLA IN MANILA
Serial Number:	78513474	FLOAT LIKE A BUTTERFLY STING LIKE A BEE
Serial Number:	78656472	RUMBLE IN THE JUNGLE
Serial Number:	78765079	GOAT
Serial Number:	78765121	G.O.A.T.
Registration Number:	2736931	MUHAMMAD ALI
Registration Number:	2775910	GREATEST OF ALL TIME
Registration Number:	2845065	ALI
Registration Number:	2683909	ALI

CORRESPONDENCE DATA

Fax Number: (312)803-2209
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-464-3100

CH \$240.00 76258346

Email: chicagopto@loeb.com, aocasio@loeb.com
Correspondent Name: Douglas N. Masters - LOEB & LOEB LLP
Address Line 1: 321 N. Clark St., Suite 2300
Address Line 4: Chicago, ILLINOIS 60610

ATTORNEY DOCKET NUMBER:

209754-10001

NAME OF SUBMITTER:

Douglas N. Masters

Signature:

/Douglas N. Masters/

Date:

07/11/2007

Total Attachments: 2

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State of California
Secretary of State



I, BRUCE McPHERSON, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JUL 25 2006

A handwritten signature in black ink, appearing to read "Bruce McPherson".

BRUCE McPHERSON
Secretary of State



State of California
Secretary of State

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

JUL 19 2006

LIMITED LIABILITY COMPANY
CERTIFICATE OF AMENDMENT

A \$30.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form.

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER
200612110122

2. NAME OF LIMITED LIABILITY COMPANY
G.O.A.T. LLC

3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED. ADDITIONAL PAGES MAY BE ATTACHED IF NECESSARY.

A. LIMITED LIABILITY COMPANY NAME (END THE NAME WITH THE WORDS "LIMITED LIABILITY COMPANY," "LTD. LIABILITY CO." OR THE ABBREVIATIONS "LLC" OR "L.L.C.")

Muhammad Ali Enterprises LLC

B. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (CHECK ONE):

- ONE MANAGER (checked)
MORE THAN ONE MANAGER
ALL LIMITED LIABILITY COMPANY MEMBER(S)

C. AMENDMENT TO TEXT OF THE ARTICLES OF ORGANIZATION:

D. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE MAY BE SET FORTH ON SEPARATE ATTACHED PAGES AND ARE MADE A PART OF THIS CERTIFICATE. OTHER MATTERS MAY INCLUDE A CHANGE IN THE LATEST DATE ON WHICH THE LIMITED LIABILITY COMPANY IS TO DISSOLVE OR ANY CHANGE IN THE EVENTS THAT WILL CAUSE THE DISSOLUTION.

4. FUTURE EFFECTIVE DATE, IF ANY: MONTH DAY YEAR

5. NUMBER OF PAGES ATTACHED, IF ANY:

6. IT IS HEREBY DECLARED THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

SIGNATURE OF AUTHORIZED PERSON

DATE 7/17/06

Mitchell J. Slater, Senior Executive Vice President of
CKX G.O.A.T. Holding Corp., Managing Member of G.O.A.T. LLC

7. RETURN TO:

NAME Alexis Critides
FIRM CKX, Inc.
ADDRESS 650 Madison Avenue
CITY/STATE 16th Floor
ZIP CODE New York, NY 10022

