

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Family Sports Concepts, Inc.		07/20/2007	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	FSC Franchise Holdings, LLC
Street Address:	5510 W. LaSalle Street
Internal Address:	Suite 200
City:	Tampa
State/Country:	FLORIDA
Postal Code:	33607
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	77074841	BEEF 'O'BRADY'S
Registration Number:	2843277	A LEAGUE OF ITS OWN
Registration Number:	1897862	BEEF 'O'BRADY'S
Registration Number:	2323415	BEEF'S
Registration Number:	2318368	O'BRADY'S

CORRESPONDENCE DATA

Fax Number: (813)223-7118
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 813-225-2500
 Email: lisah@jpfirm.com
 Correspondent Name: Frank R. Jakes
 Address Line 1: 403 East Madison Street, Suite 400
 Address Line 2: Johnson, Pope, Bokor, Ruppel & Burns LLP
 Address Line 4: Tampa, FLORIDA 33602

OP \$140.00 77074841

ATTORNEY DOCKET NUMBER:	111598
NAME OF SUBMITTER:	Frank R. Jakes
Signature:	/Frank R. Jakes/
Date:	07/20/2007
Total Attachments: 2 source=BEEF O'BRADYS - TM Assignment - FSC Inc. to FSC FH LLC - Federal#page1.tif source=BEEF O'BRADYS - TM Assignment - FSC Inc. to FSC FH LLC - Federal#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Family Sports Concepts, Inc., a Florida corporation, having an address of 5510 W. LaSalle Street, Suite 200, Tampa, FL 33607 (hereinafter "ASSIGNOR"), currently being the lawful owner of the following trademarks (the "Marks"), having been registered or filed with the United States Trademark Office:

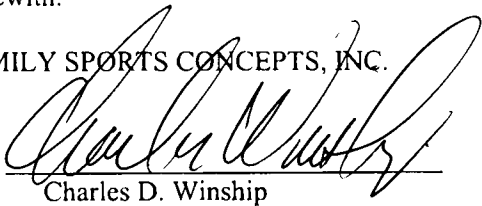
Trademark	Registration No.	Reg./Filed Date	International Class
A LEAGUE OF ITS OWN	2,843,277 - Federal	Reg: 5/18/2004	43
BEEF 'O'BRADY'S (Word Mark)	1,897,862 - Federal	Reg: 6/6/1995	42
BEEF 'O'BRADY'S Plus Design	77/074,841 - Federal	Filed: 1/3/2007 Pending	43
BEEF'S	2,323,415 - Federal	Reg: 2/29/2000	42
O'BRADY'S	2,318,368 - Federal	Reg: 2/15/2000	42

WHEREAS, FSC Franchise Holdings, LLC, a Delaware limited liability company, having an address of 5510 W. LaSalle Street, Suite 200, Tampa, FL 33607 (hereinafter "ASSIGNEE"), is desirous of acquiring all of ASSIGNOR's rights, title and interest in and to the Marks identified above, and all other common law marks and rights owned by ASSIGNOR, and all the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, all rights, title and interest in all marks owned, whether registered or unregistered, including the Marks identified above, all common law marks and rights, together with the goodwill of the business with which the Marks are used, or that part of the goodwill connected with the use of, and symbolized by all of the ASSIGNOR'S marks and rights. This assignment shall be binding upon the parties, their successors and/or assigns and all other acting by, through, with or under their direction, and all those in privity therewith.

FAMILY SPORTS CONCEPTS, INC.

By:



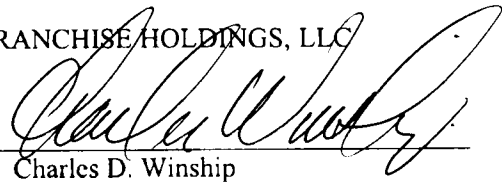
Charles D. Winship
President

Dated:

7/20/07

FSC FRANCHISE HOLDINGS, LLC

By:



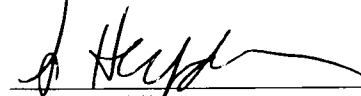
Charles D. Winship
Manager

Dated:

7/20/07

STATE OF FLORIDA)
)
COUNTY OF PINELLAS)

Before me, the undersigned authority, personally appeared Charles D. Winship, who is personally known to me or has produced _____ as identification and did take an oath this 20th day of July, 2007.



Notary Public
My Commission Expires:
May 8, 2009



Susan Heyden
Commission # DD427036
Expires May 8, 2009
Bonded Troy Fain - Insurance, Inc. 800-385-7019

#112046