

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Washington Jaycees, Inc.		09/11/2008	Non-profit corporation: DISTRICT OF COLUMBIA
RECEIVING PARTY DATA			
Name:	National Cherry Blossom Festival, Inc.		
Street Address:	1250 H Street, N.W., Ste. 1000		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20017		
Entity Type:	Non-profit corporation: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1942102	NATIONAL CHERRY BLOSSOM FESTIVAL PARADE	
CORRESPONDENCE DATA			
Fax Number:	(202)887-4288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.887.4000		
Email:	dlee@akingump.com		
Correspondent Name:	David C. Lee, Esq. - Akin Gump		
Address Line 1:	1333 New Hampshire Ave., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-1564		
ATTORNEY DOCKET NUMBER:	880350.0001		
NAME OF SUBMITTER:	David C. Lee		
Signature:	/David C. Lee/		

CH \$40.00 1942102

Date:

09/11/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Washington Jaycees, Inc., a District of Columbia non-profit corporation d/b/a Downtown Jaycees ("Assignor"), is the owner of all rights and title in and to the mark NATIONAL CHERRY BLOSSOM FESTIVAL PARADE and the following federal registration therefor (the "Mark"):

<u>Mark</u>	<u>Registration No.</u>
NATIONAL CHERRY BLOSSOM FESTIVAL PARADE	1,942,102

WHEREAS, National Cherry Blossom Festival, Inc., a District of Columbia non-profit corporation ("Assignee"), desires to acquire the Mark, the above-referenced registration, and the attendant goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, conveys, assigns and transfers to Assignee all right, title and interest in and to the Mark together with all the goodwill of the business symbolized by the Mark, and the registration thereof.

IN WITNESS WHEREOF, intending to be legally bound, the Parties hereto have caused this Trademark Assignment to be executed effective as of September 11, 2008.

ASSIGNOR

Washington Jaycees, Inc.

Andrew N. Schachter
Name: Andrew N. Schachter
Title: Secretary

ASSIGNEE

National Cherry Blossom Festival, Inc.

Diana Mathew
Name: DIANA MATHEW
Title: PRESIDENT