

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
Elvis Presley Enterprises, Inc.		11/01/2008	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Jimmy Ishii		
Street Address:	50 Humphreys Center		
Internal Address:	Suite 16		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38120		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3349822	MEMPHIS FLASH	
CORRESPONDENCE DATA			
Fax Number:	(312)464-3111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	ckxtm@loeb.com, vincent.martell@ckx.com		
Correspondent Name:	Douglas N. Masters		
Address Line 1:	321 N. Clark St		
Address Line 2:	Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60610		
NAME OF SUBMITTER:	Douglas N. Masters		
Signature:	/douglas n. masters/		
Date:	12/04/2008		

CH \$40.00 3349822

Total Attachments: 2

900122034

**TRADEMARK
 REEL: 003898 FRAME: 0017**

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is effective this 1st day of November, 2008 by and between Elvis Presley Enterprises, Inc, a Tennessee corporation, having its principal office at 3734 Elvis Presley Boulevard, Memphis, Tennessee 38116 ("Assignor") and Mr. Jimmy Ishii, having his principal office at Sekisui, Inc., 50 Humphreys Center, Suite 16, Memphis, Tennessee 38120 ("Assignee")

WITNESSETH:

WHEREAS, the Assignor owns a registration for the trademark MEMPHIS FLASH in the United States (USPTO Reg. No. 3,349,822) (the "Memphis Flash Trademark") and the goodwill symbolized by and connected with the use of the Memphis Flash Trademark;

WHEREAS, Assignor desires to assign, transfer, convey and deliver to Assignee all of Assignor's right, title and interest in, to and under the Memphis Flash Trademark, including any goodwill appurtenant thereto or symbolized thereby, and Assignee desires to acquire from Assignor all of Assignor's right, title and interest in, to and under the Memphis Flash Trademark, including any goodwill appurtenant thereto or symbolized thereby.

NOW, THEREFORE, for good and valuable consideration the receipt and adequacy of which is hereby acknowledged, the parties agree as follows:

1. The Assignor hereby assigns, transfers, conveys and delivers to Assignee, and the Assignee has agreed to purchase and acquire from Assignor, all of the Assignor's right, title, and interest in and to (i) the Memphis Flash Trademark throughout the world, including all registrations and applications thereof, and goodwill symbolized by and connected with the use thereof, (ii) the right to conduct business under the Memphis Flash Trademark, including the right to license others the right to conduct business under the Memphis Flash Trademark, and (iii) all rights to sue, counterclaim, and to collect damages and payments for claims of past, present, and future infringements, dilutions, unfair competition or misappropriations thereof, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

2. The Assignor hereby agrees to execute upon the request of the Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the Memphis Flash Trademark worldwide, including all documents necessary to record in the name of the Assignee the assignment of the Trademarks with the United States Patent and Trademark Office.

3. Miscellaneous.

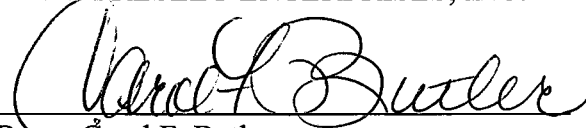
(a) Entire Agreement. This Assignment constitutes the entire agreement among the parties with respect to the subject matter hereof and supersedes all prior agreements and understandings, both written and oral, between the parties with respect to the subject matter hereof.

(b) Counterparts. This Assignment may be executed in counterparts each of which shall be deemed to constitute an original and constitute one and the same instrument.

(c) Governing Law. THIS ASSIGNMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TENNESSEE, WITHOUT REGARD TO ANY APPLICABLE CONFLICTS OF LAW.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

ELVIS PRESLEY ENTERPRISES, INC.

A handwritten signature in cursive script, appearing to read "Carol F. Butler", written over a horizontal line.

By: Carol F. Butler

Title: Vice President, International Licensing

Date: November 1, 2008