

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
SHEFFIELD ENTERPRISES, INC.		12/09/2008	CORPORATION: TENNESSEE

RECEIVING PARTY DATA	
Name:	FRANK SINATRA ENTERPRISES, LLC
Street Address:	3400 West Olive Avenue
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91505
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3394860	FRANK SINATRA
Registration Number:	3243889	FRANK SINATRA
Registration Number:	1817035	FRANK SINATRA'S
Registration Number:	3371211	OL' BLUE EYES
Registration Number:	3201113	SINATRA
Registration Number:	3243887	SINATRA

CORRESPONDENCE DATA	
Fax Number:	(212)813-5901
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-813-5900
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Correspondent Name:	J. ALLISON STRICKLAND
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Address Line 4:	NEW YORK, NEW YORK 10017

CH \$165.00 3394860

ATTORNEY DOCKET NUMBER:	FSEN 0809143
NAME OF SUBMITTER:	J. Allison Strickland
Signature:	/anca nicolescu/
Date:	12/10/2008
Total Attachments: 2 source=Executed Assignment to Frank Sinatra Enterprises LLC - US re (F0389228)#page1.tif source=Executed Assignment to Frank Sinatra Enterprises LLC - US re (F0389228)#page2.tif	

ASSIGNMENT

WHEREAS, SHEFFIELD ENTERPRISES, INC., a corporation organized and existing under the laws of the state of Tennessee, located at Suite 200, 9350 Wilshire Blvd., Beverly Hills, California 90212 ("Assignor"), is the owner of the following trademark(s) listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, FRANK SINATRA ENTERPRISES, LLC, a limited liability company organized and existing under the laws of the state of Delaware, located at 3400 West Olive Avenue, Burbank, California 91505 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

SHEFFIELD ENTERPRISES, INC.

KW By: 
Name: Gregg Goldman

Date of Signature: 12/09/2008

SCHEDULE

TRADEMARKS	REGISTRATION NO.
FRANK SINATRA	3,394,860
FRANK SINATRA	3,243,889
FRANK SINATRA'S and Design	1,817,035
OL'BLUE EYES	3,371,211
SINATRA	3,201,113
SINATRA	3,243,887

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