

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
Streetwise Promotions, LLC		05/12/2008	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Main Event Merchandising Group, LLC		
Street Address:	6880 Hillside Ct		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46250		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2331112	STREET WISE	
CORRESPONDENCE DATA			
Fax Number:	(317)223-0276		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(317) 684-5000		
Email:	TRADEMARK@BOSELAW.COM		
Correspondent Name:	Megan M. Mulford		
Address Line 1:	111 Monument Circle		
Address Line 2:	Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	17324-0002		
NAME OF SUBMITTER:	Megan M. Mulford		
Signature:	/Megan M. Mulford/		

OP \$40.00 2331112

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**TRADEMARK
 REEL: 004086 FRAME: 0850**

Date:

10/28/2009

Total Attachments: 1

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Further to that Agreement entered into as of May 12, 2008 (the "Effective Date"), by and between MAIN EVENT MERCHANDISING GROUP, LLC ("Assignee"), STREETWISE PROMOTIONS, LLC ("Assignor"), and CREATIVE STREET INCORPORATED, A/K/A CREATIVE STREET MEDIA GROUP, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby ASSIGNS and CONVEYS to Assignee, Assignor's entire right, title and interest in and to the trademark and the registration therefor listed below, all goodwill associated with the trademark, and all claims and rights to sue for and collect damages by reason of infringement of the trademark to the extent relating to any period on or after the Effective Date.



(Reg. No. 2,331,112, issued March 21, 2000)

STREETWISE PROMOTIONS, LLC

By: Steven N. Katzenberger

Printed: STEVEN N. KATZENBERGER