

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
J.L. Morgan Enterprises, Inc.		03/26/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Cincinnati Reds LLC		
<b>Street Address:</b>	100 Joe Nuxhall Way		
<b>Internal Address:</b>	Great American Ball Park		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3385818	BIG RED MACHINE	
<b>Registration Number:</b>	3619653	BIG RED MACHINE	
<b>Registration Number:</b>	3598827	BIG RED MACHINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-790-9200		
<b>Email:</b>	Trademark@cfl.com		
<b>Correspondent Name:</b>	Mary L. Kevlin		
<b>Address Line 1:</b>	1133 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036-6799		
<b>ATTORNEY DOCKET NUMBER:</b>	21307/098/MLK/NH		
<b>NAME OF SUBMITTER:</b>	Mary L. Kevlin		

OP \$90.00 3385818

**900158506**

**TRADEMARK  
 REEL: 004177 FRAME: 0349**

Signature:	/Mary L. Kevlin/
Date:	03/31/2010
Total Attachments: 2 source=21307062 Assignment BIG RED MACHINE#page1.tif source=21307062 Assignment BIG RED MACHINE#page2.tif	

ASSIGNMENT OF TRADEMARK

This Agreement is made on the 26<sup>th</sup> day of <sup>March</sup> 26<sup>th</sup>, 2010, with an effective date of **March 6, 2009**, between J.L. Morgan Enterprises, Inc., a California corporation having its principal place of business at 3239 Danville Blvd., Suite A, Alamo, California 94507 ("Assignor") and The Cincinnati Reds LLC, a Delaware limited liability company, having its principal place of business at Great American Ball Park, 100 Joe Nuxhall Way, Cincinnati, OH 45202 ("Assignee").

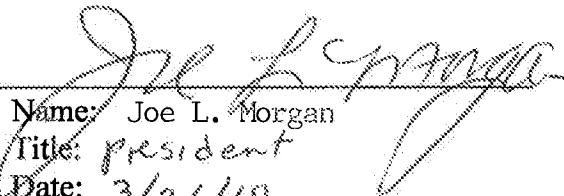
WHEREAS, Assignor has adopted, and used, the trademark BIG RED MACHINE (the "Mark"), for paper goods and printed matter in International Class 16 for which it owns a federal registration in the USPTO, Registration No. 3,385,818, for charitable fund raising services in International Class 36 for which it owns a federal registration in the USPTO, Registration No. 3,598,827, and for clothing in International Class 25 for which it owns a federal registration in the USPTO, Registration No. 3,619,653 (collectively, the "Registrations");

WHEREAS, Assignee is desirous of acquiring the Mark and the Registrations;

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee, its successors and assigns, absolutely and forever its entire right, title, and interest worldwide, whether statutory or at common law, in and to the Mark and the Registrations, together with the goodwill of the business symbolized by and associated with the Mark including, but not limited to all causes of action for any and all

previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relative to these infringements, effective as of March 6, 2009.

J.L. MORGAN ENTERPRISES, INC.

By:   
Name: Joe L. Morgan  
Title: president  
Date: 3/26/10