

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Articles of Conversion		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
International Sports Properties, Inc.		03/02/2010	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ISP Sports, LLC		
<b>Street Address:</b>	540 North Trade Street		
<b>City:</b>	Winston-Salem		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27101		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2997757	AMERICA'S HOME FOR COLLEGE SPORTS	
Registration Number:	2242390	ISP	
Registration Number:	2152121	ISP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(336)607-7500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(336) 607-7300		
<b>Email:</b>	wstrademarks@kilpatrickstockton.com		
<b>Correspondent Name:</b>	William M. Bryner		
<b>Address Line 1:</b>	1001 W. Fourth Street		
<b>Address Line 4:</b>	Winston-Salem, NORTH CAROLINA 27101		
<b>ATTORNEY DOCKET NUMBER:</b>	12132-141962		
<b>NAME OF SUBMITTER:</b>	William M. Bryner		

OP \$90.00 2997757

Signature:	/William M. Bryner/
Date:	07/14/2010
Total Attachments: 2 source=ispconversion#page1.tif source=ispconversion#page2.tif	

State of North Carolina  
Department of the Secretary of State

ARTICLES OF ORGANIZATION  
INCLUDING ARTICLES OF CONVERSION

Pursuant to §§ 57C-2-21, 57C-9A-01 and 57C-9A-03 of the General Statutes of North Carolina, the undersigned converting business entity does hereby submit these Articles of Organization Including Articles of Conversion for the purpose of forming a limited liability company.

1. The name of the limited liability company is: ISP Sports, LLC  
The limited liability company is being formed pursuant to a conversion of another business entity.
2. The name of the converting business entity is International Sports Properties, Inc.  
and the organization and internal affairs of the converting business entity are governed by the laws of the state or country of North Carolina.  
A plan of conversion has been approved by the converting business entity as required by law.
3. The converting business entity is a (check one):  domestic corporation;  foreign corporation;  foreign limited liability company;  domestic limited partnership;  foreign limited partnership;  domestic registered limited liability partnership;  foreign limited liability partnership; or  other partnership as defined in G.S. 59-36, whether or not formed under the laws of North Carolina.
4. If the limited liability company is to dissolve by a specific date, the latest date on which the limited liability company is to dissolve: (If no date for dissolution is specified, there shall be no limit on the duration of the limited liability company.) \_\_\_\_\_
5. The name and address of each person executing these articles of organization is as follows: (State whether each person is executing these articles of organization in the capacity of a member, organizer or both).  
Ben C. Sutton, Jr., Organizer  
540 N. Trade Street  
Winston-Salem, North Carolina 27101
6. The street address and county of the initial registered office of the limited liability company is:  
Number and Street 540 N. Trade Street  
City, State, Zip Code Winston-Salem, North Carolina 27101 County Forsyth
7. The mailing address, *if different from the street address*, of the initial registered office is:  
\_\_\_\_\_  
\_\_\_\_\_
8. The name of the initial registered agent is: Mark H. Reece

9. Principal office information: (*Select either a or b.*)

a.  The limited liability company has a principal office.

- The street address and county of the principal office of the limited liability company is:

Number and Street 540 N. Trade Street

City, State, Zip Code Winston-Salem, North Carolina 27101 County Forsyth

- The mailing address, *if different from the street address*, of the principal office of the limited liability company is: \_\_\_\_\_

b.  The limited liability company does not have a principal office.

10. Check one of the following:

(i) *Member-managed LLC*: all members by virtue of their status as members shall be managers of this limited liability company.

(ii) *Manager-managed LLC*: except as provided by N.C.G.S. Section 57C-3-20(a), the members of this limited liability company shall not be managers by virtue of their status as members.

11. Any other provisions which the limited liability company elects to include are attached.

12. These articles will be effective upon filing.

This is the 2<sup>d</sup> day of March, 2010.

INTERNATIONAL SPORTS PROPERTIES, INC.

  
\_\_\_\_\_  
*Signature*

Ben C. Sutton, Jr., Organizer  
*Type or Print Name and Title*

NOTES:

1. Filing fee is \$125. This document must be filed with the Secretary of State.