

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Partial Assignment of the Entire Interest and the Goodwill	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
19 Entertainment Limited		05/25/2010	Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Fur Ball, Inc.		
Street Address:	1600 Division Street		
Internal Address:	Suite 620		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37203		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3415693	CARRIE UNDERWOOD	
CORRESPONDENCE DATA			
Fax Number:	(615)676-5194		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6157498317		
Email:	nytrademark@loeb.com		
Correspondent Name:	Tiffany Dunn		
Address Line 1:	1906 Acklen Ave.		
Address Line 4:	Nashville, TENNESSEE 37212		
ATTORNEY DOCKET NUMBER:	207813-10004		
NAME OF SUBMITTER:	Tiffany Dunn		
Signature:	/Tiffany Dunn/		

CH \$40.00 3415693

Date:

09/22/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, 19 Entertainment Limited ("Assignor"), a limited company having a place of business at 140 West 57th Street, 5th Floor, New York, New York 10019 ("Assignor"), is the owner and registrant of the trademark and service mark CARRIE UNDERWOOD in connection with various goods and services, such marks being registered under U.S. Registration No. 3,415,693 (the "Registration");

WHEREAS, Fur Ball, Inc., a corporation having a place of business at 1600 Division Street, Suite 620, Nashville, Tennessee 37203 ("Assignee"), desires to acquire the trademark and service mark CARRIE UNDERWOOD for all International Classes, other than for International Class 009 (all such marks, other than for Class 009, the "Marks"), and the portion of the Registration applicable to such Marks; and

WHEREAS, Assignor desires to transfer the Marks, and that portion of the Registration applicable to such Marks, to Assignee, and Assignor desires to retain ownership of the trademark CARRIE UNDERWOOD in connection with goods covered by International Class 009, and that portion of the Registration applicable to the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and any corresponding registrations and applications, as well as 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 relating to those infringements.

Assignee agrees to file a Request to Divide Registration with respect to the Registration, pursuant to the foregoing.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Marks, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Marks, the applications and registrations applicable thereto and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, this Assignment is effective as of the 25th day of May, 2008.

19 ENTERTAINMENT LIMITED

By: 

Name: ROBERT DADDI

Title: CEO

Date: 18 AUGUST 2010

FUR BALL, INC

By: 

Name: GARY HABER

Title: Secy.

Date: 9/17/10