

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2010		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Varsity Spirit Corporation		09/15/2010
			<b>Entity Type</b>
			CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	International Cheer Union		
<b>Street Address:</b>	6745 Lenox Center Court, Suite 300		
<b>City:</b>	Memphis		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38115		
<b>Entity Type:</b>	Nonprofit Corporation: TEXAS		
<b>PROPERTY NUMBERS Total: 2</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	3684673	INTERNATIONAL CHEER UNION
	Registration Number:	3836553	INTERNATIONAL CHEER UNION
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)200-0853		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2146515110		
<b>Email:</b>	ipdocketing@haynesboone.com		
<b>Correspondent Name:</b>	Leanne Stendell, Haynes and Boone, LLP		
<b>Address Line 1:</b>	2323 Victory Ave., Suite 700		
<b>Address Line 4:</b>	Dallas, TEXAS 75219		
<b>ATTORNEY DOCKET NUMBER:</b>	36658.5		
<b>NAME OF SUBMITTER:</b>	Leanne Stendell		
<b>Signature:</b>	/Leanne Stendell/		

**CH \$65.00 3684673**

Date:

10/07/2010

Total Attachments: 2

source=ICU Assignment#page1.tif

source=ICU Assignment#page2.tif

## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of the 1st day of January, 2010, (the "Effective Date"), by and between VARSITY SPIRIT CORPORATION, a Tennessee corporation ("Assignor") and INTERNATIONAL CHEER UNION, a Texas nonprofit corporation ("Assignee"), both having a business address at 6745 Lenox Center Court, Suite 300, Memphis, Tennessee 38115.

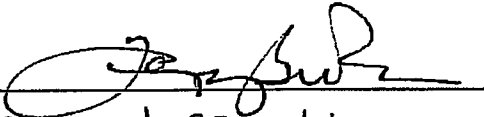
WHEREAS, Assignor, the owner of all right, title and interest in certain trademark registrations identified on attached Exhibit A (the "Trademarks"), is desirous of assigning said Trademarks to Assignee pursuant to the terms of this Assignment.

NOW THEREFORE, in consideration of the mutual covenants of the parties, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all worldwide right, title and interest in and to the Trademarks together with all corresponding goodwill, as well as Assignor's right to sue for and obtain remedies against past, present and future infringements of any or all of the foregoing, and all rights of priority and protection of interests therein under the laws of any jurisdiction worldwide.

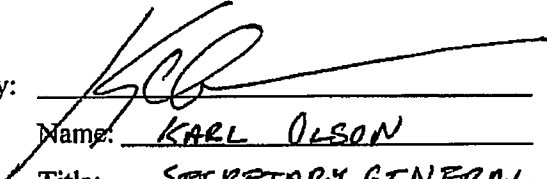
This Assignment, and all the terms and provisions hereof, shall be binding upon and shall inure to the benefit of the parties, and their respective successors and assigns.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed.

### ASSIGNOR: VARSITY SPIRIT CORPORATION

By:   
Name: Jeff Webb  
Title: CEO  
Date: 9-15-10

### ASSIGNEE: INTERNATIONAL CHEER UNION


By:   
Name: KARL OLSON  
Title: SECRETARY GENERAL  
Date: 9-27-10

TRADEMARK ASSIGNMENT

Page 1  
D-1820666

TRADEMARK  
REEL: 004292 FRAME: 0368

**EXHIBIT A****TRADEMARKS****Registration**

<b>Mark</b>	<b>U.S. Registration No.</b>
INTERNATIONAL CHEER UNION	3,684,673
INTERNATIONAL CHEER UNION & Design 	3,836,553

TRADEMARK ASSIGNMENT

Page 2

D-1820666

TRADEMARK

RECORDED: 10/07/2010

REEL: 004292 FRAME: 0369