

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/15/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Varsity Spirit Corporation		09/15/2010
			Entity Type
			CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	USA Federation for Sport Cheering		
Street Address:	6745 Lenox Center Court, Suite 300		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38115		
Entity Type:	Nonprofit Corporation: TEXAS		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
Serial Number:		77910814	USA CHEER USA FEDERATION FOR SPORT CHEERING
Serial Number:		77910821	USA CHEER
CORRESPONDENCE DATA			
Fax Number:	(214)200-0853		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2146515110		
Email:	ipdocketing@haynesboone.com		
Correspondent Name:	Leanne Stendell, Haynes and Boone, LLP		
Address Line 1:	2323 Victory Ave., Suite 700		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	36658.3		
NAME OF SUBMITTER:	Leanne Stendell		
Signature:	/Leanne Stendell/		

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Date:

10/07/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of the 15th day of January, 2010, (the "Effective Date"), by and between VARSITY SPIRIT CORPORATION, a Tennessee corporation ("Assignor") and USA FEDERATION FOR SPORT CHEERING, 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 applications 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: USA FEDERATION FOR SPORT CHEERING

By: 
Name: Bill Seely
Title: Executive Director
Date: 9/30/10

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Applications

Mark	U.S. Serial No.
USA CHEER USA FEDERATION FOR SPORT CHEERING & Design	77/910,814
USA CHEER & Design	77/910,821