

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lococo Sports, Inc.		05/05/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Fanatics, LLC		
Street Address:	5233 Commonwealth Ave.		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32254		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77229061	SOCCER FANATIC	
Serial Number:	85141712	SOCCER FANATIC	
CORRESPONDENCE DATA			
Fax Number:	(303)571-4321		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303.571.4000		
Email:	denverteas@kilpatricktownsend.com		
Correspondent Name:	Kilpatrick Townsend & Stockton LLP		
Address Line 1:	1400 Wewatta Street, Suite 600		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	92875-795530		
NAME OF SUBMITTER:	Thomas D. Franklin		
Signature:	/tdf/		
Date:	05/09/2011		
Total Attachments: 3 source=Soccer Fanatic Trademark Assignment#page1.tif source=Soccer Fanatic Trademark Assignment#page2.tif source=Soccer Fanatic Trademark Assignment#page3.tif			

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**EXHIBIT 1****Short-Form Trademark Assignment**

This TRADEMARK ASSIGNMENT (this "Agreement") is entered into as of May 5, 2011, by and among Fanatics, LLC, a Delaware limited liability corporation ("Fanatics"), Lococo Sports, Inc., a California corporation ("Lococo") (each a "Party" and collectively the "Parties").

**RECITALS**

WHEREAS, pursuant to that certain Trademark Assignment and License Agreement (the "Master Agreement"), dated concurrently herewith, Fanatics acquired from Lococo all of Lococo's right, title and interest in and to the Transferred Trademarks (as defined below and including the trademark applications on Schedule 1); and

WHEREAS, execution of this Agreement is a condition of the Master Agreement.

NOW, THEREFORE, for the consideration set forth in the Master Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

(1) Assignment. Lococo hereby irrevocably assigns to Fanatics all of Lococo's right, title and interest in and to the Transferred Trademarks. "Transferred Trademarks" mean any and all trademarks, service marks, collective marks, composite marks, trade dress, logos, trade names, corporate names, domain names, symbols, slogans and other indicia of source, origin or goodwill, individually or collectively owned by Lococo that incorporate the term "fanatic" or any confusingly similar variant thereof, including, but not limited to, (i) the trademarks, trademark applications and trademark registrations set forth on Schedule 1 hereto; (ii) the goodwill of the business symbolized thereby or associated therewith, (iii) all common law rights thereto, (iv) all registrations and applications for registration of the foregoing throughout the world, including reissues, extensions and renewals thereof, and (v) all rights therein provided by international treaties and conventions, and the right to sue for past, present and future infringement thereof.

(2) Further Assurances. Lococo shall, at the cost and expense of Fanatics, timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of Fanatics in and to the Transferred Trademarks.

(3) Governing Law, Jurisdiction and Venue. This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to the conflicts of law principles thereof. For all actions that may arise with respect to this Agreement, the Parties irrevocably and unconditionally submit (a) to the exclusive jurisdiction and venue (and waive any claim of forum non conveniens) of the United States District Court for the Southern District Court of New York or (b) if such court does not have jurisdiction, to the New York Supreme Court, Appellate Division, First Department.

(4) Headings. The descriptive headings contained in this Agreement are for convenience of reference only and shall not affect in any way the meaning or interpretation of the Agreement.

(5) Amendment. This Agreement may not be amended or modified except by an instrument in writing signed by authorized representatives of Fanatics and Lococo.

(6) Counterparts. This Agreement may be executed in one or more counterparts, and by the respective Parties in separate counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same Agreement. IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed as of the date first written above.

Fanatics, LLC

By: [Signature]  
Name: Tom Stoltz  
Title: CFO

Lococo Sports, Inc.

By: [Signature]  
Name: John Lococo  
Title: President

SCHEDULE 1

Transferred Trademarks

1. SOCCER FANATIC - U.S. Application Serial No. 77/229,061
2. SOCCER FANATIC - U.S. Application Serial No. 85/141,712