

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The St. Louis Rams Partnership		09/28/2010	PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	The St. Louis Rams, LLC
Street Address:	1 Rams Way
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63045
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	3329550	
Registration Number:	3256434	
Registration Number:	3256433	ST. LOUIS RAMS
Registration Number:	3449573	RAMS
Registration Number:	3486636	ST. LOUIS FOOTBALL
Registration Number:	3568042	
Registration Number:	3400426	RAMS
Registration Number:	3400425	RAMS
Registration Number:	3010425	
Registration Number:	3052568	
Registration Number:	3052567	ST. LOUIS RAMS
Registration Number:	2452785	ST. LOUIS RAMS CHEERLEADERS
Registration Number:	2808932	
Registration Number:	2565679	

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Registration Number:	2541067	
Registration Number:	2443393	
Registration Number:	2592107	R
Registration Number:	2893650	ST. LOUIS RAMS
Registration Number:	2824202	ST. LOUIS RAMS
Registration Number:	1889818	LOS ANGELES RAMS
Registration Number:	1861767	
Registration Number:	0969844	
Registration Number:	0971048	RAMS
Registration Number:	0971047	LOS ANGELES RAMS
Registration Number:	0971046	

CORRESPONDENCE DATA

Fax Number: (212)847-0977
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-450-2000
Email: trademarkmatters@nfl.com
Correspondent Name: Nikki Hart
Address Line 1: 280 Park Ave
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	RAMS ASSIGNMENT
NAME OF SUBMITTER:	Nikki Hart
Signature:	/Nikki Hart/
Date:	05/13/2011

Total Attachments: 3
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Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE GENERAL PARTNERSHIP UNDER THE NAME OF "THE ST. LOUIS RAMS PARTNERSHIP" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "THE ST. LOUIS RAMS PARTNERSHIP" TO "THE ST. LOUIS RAMS, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF SEPTEMBER, A.D. 2010, AT 6:32 O'CLOCK P.M.

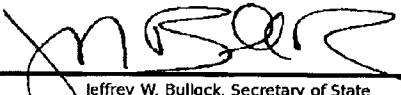
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTY-NINTH DAY OF SEPTEMBER, A.D. 2010, AT 12:01 O'CLOCK A.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8256993

DATE: 09-28-10

TRADEMARK

REEL: 004541 FRAME: 0268

Certificate of Conversion of

The St. Louis Rams Partnership,
a Delaware general partnership

to

The St. Louis Rams, LLC
a Delaware limited liability company

(Under Section 18-214 of the Delaware Limited Liability Company Act)

The undersigned, an authorized person, in connection with the conversion of The St. Louis Rams Partnership, a Delaware general partnership (the "Partnership"), to a Delaware limited liability company under Section 15-903 of the Delaware Revised Uniform Partnership Act and Section 18-214 of the Delaware Limited Liability Company Act (6 Del. Code, Section 18-101, *et seq.*), hereby certifies that:

FIRST: The date on which the Partnership was formed as a general partnership under the laws of the State of Delaware was July 7, 1995.

SECOND: The name of the Partnership immediately prior to filing this Certificate of Conversion with the Secretary of State of the State of Delaware was The St. Louis Rams Partnership.

THIRD: Effective upon the filing of this Certificate of Conversion, the Partnership is hereby converted to a limited liability company whose name, as set forth in its Certificate of Formation filed concurrently with this Certificate of Conversion in the Office of the Secretary of State of the State of Delaware, is The St. Louis Rams, LLC.


FOURTH: The conversion is to become effective at 12:01 a.m. Eastern time on September 29, 2010.

FIFTH: The conversion has been approved in accordance with the provisions of Section 15-903 of the Delaware Revised Uniform Partnership Act and Section 18-214(h) of the Delaware Limited Liability Company Act.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of the 28th day of September, 2010.

The St. Louis Rams Partnership,
a Delaware general partnership

By: The Rams Football Company, Inc.,
a Delaware corporation
Its Managing Partner

By: 
Dale Carroll Rosenbloom
Vice President

Signature page to
Certificate of Conversion

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