

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
Play Tennis, LLC		08/03/2011	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	United States Tennis Association Incorporated		
Street Address:	70 West Red Oak Lane		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10604		
Entity Type:	non-profit corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3456055	PLAY TENNIS	
CORRESPONDENCE DATA			
Fax Number:	(212)226-1995		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 226-7700		
Email:	mdonovan@yeellp.com, skickham@yeellp.com, bakers@yeellp.com		
Correspondent Name:	Mary A. Donovan		
Address Line 1:	Donovan & Yee LLP		
Address Line 2:	161 Avenue of the Americas, Suite 1201		
Address Line 4:	New York, NEW YORK 10013		
ATTORNEY DOCKET NUMBER:	1200-2192		
NAME OF SUBMITTER:	Mary A. Donovan		
Signature:	/Mary A. Donovan/		
Date:	08/05/2011		
Total Attachments: 1 source=Assignment Agreement#page1.tif			

OP \$40.00 3456055

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of the 3 day of August, 2011 ("Effective Date"), by and between Play Tennis, LLC, an Arizona limited liability company, having a postal address at P.O. Box 12654, Scottsdale, Arizona 85267 ("Assignor") and the United States Tennis Association Incorporated, a not-for-profit New York corporation having a principal place of business at 70 West Red Oak Lane, White Plains, New York 10604 ("Assignee").

WHEREAS, Assignor owns, uses and has used the trademark PLAY TENNIS & Design for "computer services, namely, providing on line subscription service featuring information regarding players, teams, schedules, results and standings for tennis leagues via a global computer network" as evidenced by U.S. Registration No. 3,456,055 (the "TRADEMARK"); and

WHEREAS, Assignee desires an assignment of all of Assignor's right, title and interest in, to the TRADEMARK, including the goodwill associated therewith, and U.S. Registration No. 3,456,055;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee, intending to be legally bound, agree as follows:

1. Assignor hereby sells, assigns and transfers to Assignee, and Assignee hereby accepts from Assignor, all of Assignor's right, title and interest of every kind in and to the TRADEMARK and the registration thereof, together with the goodwill associated therewith;

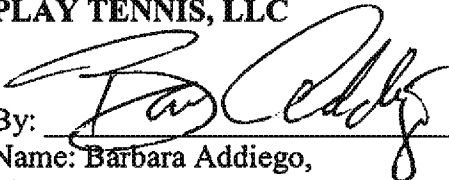
2. Assignor does also hereby sell, assign, transfer and set over to Assignee all rights to sue or recover and retain damages and costs and attorneys' fees for past, present and future infringement or misappropriation of the TRADEMARK.

3. Assignor does hereby authorize and request the Commissioner of Trademarks of the United States to record said assignment so as to show Assignee as owner of the TRADEMARK.

4. This Assignment may be executed in any number of counterparts each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed.

PLAY TENNIS, LLC

By: 
Name: Barbara Addiego,
Title: Managing Member

**UNITED STATES TENNIS
ASSOCIATION INCORPORATED**

By: 
Name: Harry Beeth,
Title: Chief Financial Officer: