

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
Eric Bischoff		03/23/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Eric Bischoff Entertainment, LLC		
Street Address:	167 Carter View Dr.		
City:	Cody		
State/Country:	WYOMING		
Postal Code:	82414		
Entity Type:	LIMITED LIABILITY COMPANY: WYOMING		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85327670	BUFFALO BILL CODY	
Serial Number:	85457190	BUFFALO BILL CODY	
Serial Number:	85293428	BUFFALO BILL CODY BEER THE SPIRIT OF THE WILD WILD WEST WYOMING TERRITORY BREWING CO.	
Serial Number:	85314465	BUFFALO BILL CODY BEER THE SPIRIT OF THE WILD WILD WEST WYOMING TERRITORY BREWING CO.	
Serial Number:	85516365	BILL CODY RYE	
Serial Number:	85317381	BUFFALO BILL CODY BREW PUB	
Serial Number:	85293299	WYOMING TERRITORY BREWING CO.	
CORRESPONDENCE DATA			
Fax Number:	(916)446-1611		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9165586000		
Email:	trademarks@weintraub.com		
Correspondent Name:	Scott M. Hervey		

Address Line 1: 400 Capitol Mall
Address Line 2: 11th Floor
Address Line 4: Sacramento, CALIFORNIA 95814

ATTORNEY DOCKET NUMBER:	BBC TRADEMARK ASSIGNMENT
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NAME OF SUBMITTER:	Scott M. Hervey
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Signature:	/Scott M. Hervey/
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Date:	04/02/2012
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Total Attachments: 3
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement by and between Eric Bischoff, an individual ("ASSIGNOR") and Eric Bischoff Entertainment, LLC, a Wyoming limited liability company, with offices at 167 Carter View Dr., Cody, Wyoming, 82414 ("ASSIGNEE") is made effective as of March 23, 2012 ("Effective Date").

WHEREAS, ASSIGNOR is the record owner of those certain U.S. trademark applications as set forth in Exhibit A, attached hereto and incorporated herein by reference (the "Marks"), together with the goodwill of the business symbolized thereby.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver and contribute to ASSIGNEE all of its rights, title and interest in and to the Marks and that portion of its business directly associated with the Marks (the "Property"), and ASSIGNEE desires to accept said assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns and delivers to ASSIGNEE all of ASSIGNOR'S right, title and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the products in respect upon which the Marks are used and for which trademark applications are currently pending before the U.S. Patent and Trademark Office; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation damages and payments for past, present or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title and interest in and to the Marks and that ASSIGNOR will not engage in any action that will challenge, or be detrimental to the validity of the Marks after the completion of the assignment.

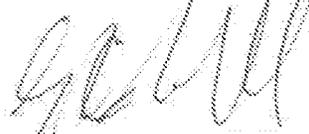
IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this assignment to be executed by each of their duly authorized officers, as of the Effective Date.

ERIC BISCHOFF



(Eric Bischoff)

ERIC BISCHOFF ENTERTAINMENT, LLC

By: 

Name: Eric Bischoff
Title: CEO

EXHIBIT A

Serial Number	Mark
85/327,670	BUFFALO BILL CODY (Wine)
85/457,190	BUFFALO BILL CODY (Beer)
85/293,299	WYOMING TERRITORY BREWING CO. (Beer)
85/293,428	BUFFALO BILL CODY BEER THE SPIRIT OF THE WILD WILD WEST WYOMING TERRITORY BREWING CO. (Beer)
85/314,465	BUFFALO BILL CODY BEER THE SPIRIT OF THE WILD WILD WEST WYOMING TERRITORY BREWING CO. (Mugs; drink insulators, namely, insulating sleeve holders for beverage cans, insulating sleeve holder for bottles; drinking glasses, Hats, caps, jackets, t-shirts)
85/516,365	BILL CODY RYE (Whiskey)
85/317,381	BUFFALO BILL CODY BREW PUB (Restaurant and bar services)

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