

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																														
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																														
CONVEYING PARTY DATA																															
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CORRESPONDENCE DATA																															
<p>Fax Number: 2124255288 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 212.425.7200 Email: tmdocketny@kenyon.com Correspondent Name: Howard J. Shire, Esq. Address Line 1: Kenyon & Kenyon LLP Address Line 2: One Broadway Address Line 4: New York, NEW YORK 10004</p>																															
ATTORNEY DOCKET NUMBER:	15472/1																														
NAME OF SUBMITTER:	Howard J. Shire, Esq.																														

Signature:	/Howard J. Shire/
Date:	09/14/2012
Total Attachments: 2 source=TEAM LEBRON - Trademark Assignment#page1.tif source=TEAM LEBRON - Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, LRMR Management Company, LLC, a limited liability company organized under the state of Delaware, having an address of 521 Caledonia Drive, Wadsworth, Ohio 44281 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the U.S. trademark **TEAM LEBRON**, Application No. 85/495,371 (the "Trademark"); and

WHEREAS, LBJ Trademarks, LLC, a limited liability company organized under the laws of the state of Delaware, having a place of business at 3800 Embassy Parkway, Suite 360, Akron, OH 44333 (hereinafter "Assignee"), wishes to acquire from Assignor all of Assignor's rights in and to such Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of Assignor's rights, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark, and including, without limitation, all common law rights in and to the Trademark, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor is assigning that portion of the business to the which the trademark pertains, as required by Section 10 of the Trademark (15 U.S.C. Section 1060).

LRMR Management Company, LLC

Date: 9/13/12

Michele J Campbell

Name: Michele Campbell

Title : COO