

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
Dick's Sporting Goods, Inc.		02/02/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	1101 Centre Road		
Internal Address:	Suite 339		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4068009	EPIC	
Registration Number:	4175626	EPIC	
CORRESPONDENCE DATA			
Fax Number:	3124568435		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312.456.8400		
Email:	chiipmail@gtlaw.com, matthewsk@gtlaw.com		
Correspondent Name:	Jeffrey P Dunning Greenberg Traurig, LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	129971.014600		
NAME OF SUBMITTER:	Jeffrey P. Dunning		

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Signature:	/Jeffrey P. Dunning/
Date:	09/14/2012
Total Attachments: 3 source=Assignment - DSG to ASL#page1.tif source=Assignment - DSG to ASL#page2.tif source=Assignment - DSG to ASL#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective February 2, 2012, by and between DICK'S SPORTING GOODS, INC., a Delaware corporation having a place of business at 345 Court Street, Coraopolis, Pennsylvania 15018 ("Assignor") and AMERICAN SPORTS LICENSING, INC., a Delaware corporation having a place of business at 1101 Centre Road, Suite 339, Wilmington, Delaware 19508 ("Assignee").

RECITALS:

WHEREAS, Assignor has agreed to assign to Assignee and its successors, assigns, nominees or other legal representatives, the entire right, title, interest and goodwill in and to the trademark(s) identified on Exhibit A attached hereto (collectively, the "Trademarks"); and

WHEREAS, in order to effectuate Assignor's assignment to Assignee of its entire rights, title and interests in and to the Trademarks, Assignor is executing this instrument of assignment.

AGREEMENT:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to, as well as the goodwill of the business symbolized by, the Trademarks.

Together with Assignor's right, title and interest in and to the Trademarks, as well as the goodwill of the business associated with said Trademarks being assigned to Assignee, are the rights to police, monitor and enforce said Trademarks against any and all past infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Assignment, together with any and all further privileges to establish use, ownership, and/or registration of the Trademarks.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of rights, or to secure registration of the Trademarks before the United States Patent and Trademark Office or any agency responsible for the registration of trademarks in any other country, at Assignee's expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademarks, again at Assignee's expense.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States and the appropriate official in any other country, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee and/or Assignee's successors and/or assigns.

In WITNESS WHEREOF, Assignor has caused this instrument to be executed as of the date first written above.

ASSIGNOR

Dick's Sporting Goods, Inc.

By: MARY TORTORICE

Name: Mary Tortorice

Title: Vice President

EXHIBIT A

Mark	Country	Application/Registration No.	Registration Date
EPIC	United States	4,068,009	12/06/2011
EPIC	United States	4,175,626	07/17/2012
EPIC	Canada	1282755	
Chinese EPIC	China	4520259	10/28/2008

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