

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
	The LeBron James Family Foundation		10/02/2012
			Entity Type
			non-profit corporation: OHIO
RECEIVING PARTY DATA			
Name:	LBJ Trademarks, LLC		
Street Address:	3800 Embassy Parkway		
Internal Address:	Suite 360		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
	Property Type	Number	Word Mark
Serial Number:		85638713	I PROMISE
Serial Number:		85407326	WHEELS FOR EDUCATION
Serial Number:		85407359	WHEELS FOR EDUCATION
Serial Number:		85407375	WHEELS FOR EDUCATION
CORRESPONDENCE DATA			
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>			
Phone:	212-425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Howard J. Shire		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	15814-		

OP \$115.00 85638713

NAME OF SUBMITTER:	Howard J. Shire
Signature:	/HJS/
Date:	10/02/2012
Total Attachments: 3 source=15814 Trademark Assignment 10 2 12#page1.tif source=15814 Trademark Assignment 10 2 12#page2.tif source=15814 Trademark Assignment 10 2 12#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, The LeBron James Family Foundation, a non-profit corporation organized under the state of Ohio, having an address of 3800 Embassy Parkway, Suite 360, Akron, OH 44333 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the U.S. trademark applications listed on Schedule A (the "Trademarks"); 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).

THE LEBRON JAMES FAMILY FOUNDATION

Date: 10/2/12

Michelle L. Campbell

Name: Michelle L. Campbell

Title: Executive Director

SCHEDULE A

MARK	CLASS	APPLICATION NO.
I PROMISE	Class 25	85/638713
WHEELS FOR EDUCATION	Class 16	85/407326
WHEELS FOR EDUCATION	Class 25	85/407359
WHEELS FOR EDUCATION	Class 41	85/407375