

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/01/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Entity Type
	Comcast Corporation		CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Aspire Channel, LLC		
Street Address:	1514 East Cleveland Avenue		
Internal Address:	Suite 240		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30344		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3554845	ASPIRE
CORRESPONDENCE DATA			
Fax Number:	8032559831		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	803-799-2000		
Email:	ip@nelsonmullins.com		
Correspondent Name:	Nelson Mullins Riley & Scarborough LLP		
Address Line 1:	100 North Tryon Street		
Address Line 2:	42nd Floor, IP Department		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	27923/00004		
NAME OF SUBMITTER:	Charles G. Zug		

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Signature:	/Charles G. Zug/
Date:	11/27/2012
Total Attachments: 3 source=27923-00004- ASPIRE Assignment#page1.tif source=27923-00004- ASPIRE Assignment#page2.tif source=27923-00004- ASPIRE Assignment#page3.tif	

SERVICE MARK ASSIGNMENT

This is an ASSIGNMENT effective as of April 1, 2012 by Comcast Corporation ("Assignor"), a Pennsylvania corporation having an address of One Comcast Center, Philadelphia, Pennsylvania 19103, to and for the benefit of Aspire Channel, LLC ("Assignee"), a Delaware limited liability company, having an address of 1514 East Cleveland Avenue, Suite 240, Atlanta, Georgia 30344.

**Recital**

WHEREAS, Assignor is the owner of any and all right, title and interest in the registration for a design service mark for "Aspire" at the U.S. Patent and Trademark Office, Registration No. 3554845 ("Registration") and has certain right, title and interest in the word mark "Aspire" used in connection with the services described in the Registration ("Mark"); and

WHEREAS, Assignor desires to convey, assign, and deliver to Assignee all of its right, title, and interest in and to the Mark and Registration together with the goodwill of the business symbolized by the Mark and the Registration.

NOW, THEREFORE, for [REDACTED] and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, any and all of Assignor's right, title and interest in the Mark in any and all forms in which it has been used and including any and all common law rights therein, including the Registration and any applications thereof, together with the goodwill of the business symbolized by the Mark being assigned, and all causes of action for any and all past infringements of the rights being assigned and the right to retain the proceeds therefrom. Assignor will cooperate in any filing necessary at the U.S. Patent and Trademark Office to reflect this assignment of the Registration. Assignor and Assignee agree that the Mark, Registration and associated goodwill are sold, assigned and transferred to Assignee on an "as-is" basis and Assignor (a) makes no representations or warranties (express or implied), (b) grants no indemnities (express or implied) and (c) shall have no other liability or financial obligation to Assignee or any other person, in the case of (a), (b) or (c), with respect to the Mark, Registration or associated goodwill or otherwise in connection with this Assignment.

IN WITNESS WHEREOF, the parties have executed this instrument on the dates set forth below.

ASPIRE CHANNEL, LLC

COMCAST CORPORATION

By: [Signature]

By: [Signature]

Name: PAUL BUTLER

Name: Marc A. Rockford

Title: General Manager

Title: Vice President - Senior Deputy  
General Counsel

Date: 6/29/12

Date: July 13, 2012

ASPIRE

**Word Mark** ASPIRE

**Goods and Services** IC 035. US 100 101 102. G & S: Advertising services. FIRST USE: 20070930. FIRST USE IN COMMERCE: 20070930  
IC 041. US 100 101 107. G & S: Entertainment in the nature of ongoing television programs relating to real estate developments, home improvement, repair, and decorating; distribution of television programming to cable television systems; provision of non-downloadable films and TV programs via a video-on-demand service. FIRST USE: 20070930. FIRST USE IN COMMERCE: 20070930

**Mark**

**Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design** 26.11.02 - Plain single line rectangles; Rectangles (single line)

**Search Code** 26.11.14 - Rectangles (three or more rectangles); Three or more rectangles

**Trademark**

**Search Facility Classification** SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons

**Code**

**Serial Number** 77243914

**Filing Date** August 1, 2007

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for** November 27, 2007

**Opposition**

**Registration Number** 3554845

**Registration Date** December 30, 2008

**Owner** (REGISTRANT) COMCAST CORPORATION CORPORATION  
PENNSYLVANIA 1500 Market Street Philadelphia PENNSYLVANIA 19102

**Attorney of** Mitchell H. Stabbe

**Record**

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of stylized letters "ASPIRE" and each letter within a rectangle.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE