

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
National Academy of Recording Arts & Sciences, Inc.		09/30/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Gibson Foundation, Inc.		
Street Address:	309 Plus Park Boulevard		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37217		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78777809	MUSIC RISING	
CORRESPONDENCE DATA			
Fax Number:	6785532212		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	678-553-2100		
Email:	atltrademark@gtlaw.com		
Correspondent Name:	Kristen L. Fancher, Esq.		
Address Line 1:	3333 Piedmont Rd., Suite 2500		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	035132.014400		
NAME OF SUBMITTER:	Mary Martha Adkins		
Signature:	/mary martha adkins/		

Date:

01/08/2013

Total Attachments: 2

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Exhibit B

SERVICE MARK ASSIGNMENT

WHEREAS, the National Academy of Recording Arts & Sciences, Inc., a Delaware corporation with a mailing address of 3030 Olympic Boulevard, Santa Monica, California 90404 ("Assignor") has used and is the owner of United States Application Serial No. 78/777,809 of the mark MUSIC RISING for "Charitable services, namely, providing musical instruments and equipment to those in need," as well as the design logo attached hereto at Schedule B-1, which is incorporated herein by reference (collectively, the "Mark");

WHEREAS, Gibson Foundation, Inc., a Tennessee corporation with a mailing address of 309 Plus Park Boulevard, Nashville, Tennessee 37217 ("Assignee") is desirous of acquiring all of Assignor's worldwide right, title and interest in and to the Mark, including the federal application therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized thereby, along with the right to pursue claims and recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and deliver (and agrees further to sell, assign, transfer, convey and deliver) unto Assignee all right, title and interest in and to the Mark, including the federal application therefor and any common law rights therein in the United States and throughout the world (to the extent that rights exist outside of the United States), together with the goodwill of the business in connection with which the Mark is used and which is symbolized thereby, along with the right to pursue all claims and recover all damages and profits for past infringements thereof and all other related causes of action in connection therewith.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

NATIONAL ACADEMY OF
RECORDING ARTS & SCIENCES, INC.

By: 

Wayne Zahner
Chief Financial Officer

Sworn to and subscribed before me
This 30 day of October, 2009.


Notary Public



Schedule B-1

MUSIC
RISING

att-581586327v01

RECORDED: 01/08/2013

TRADEMARK
REEL: 004938 FRAME: 0046