

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
Horizon Group USA, Inc.		08/19/2013	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Varsity Spirit Corporation		
Street Address:	6745 Lenox Center Court		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38115		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85305020	VARSITY U.	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
	<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) 790-9200		
Email:	trademark@ccl.com,srd@ccl.com		
Correspondent Name:	Arlana S. Cohen		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	25894-119		
NAME OF SUBMITTER:	Arlana S. Cohen		
Signature:	/Arlana S. Cohen/		
Date:	09/04/2013		
Total Attachments: 1 source=Horizon Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

ASSIGNMENT dated 8/19/13 between Horizon Group USA, Inc., a New Jersey corporation, of Horizon Group USA, Inc., Technology Drive, Warren, New Jersey 07059 ("Assignor") and Varsity Spirit Corporation, a Tennessee corporation, of 6745 Lenox Center Court, Memphis, Tennessee 38115 ("Assignee").

WHEREAS, Assignor has adopted and used, directly or through licensees, the trademark VARSITY U and is the owner of the Serial No. 85/305,020 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademark and the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee, absolutely and forever, all of his rights, title and interest, worldwide, in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

HORIZON GROUP USA, INC.

By Holly Gabler  
Name: Holly Gabler  
Title: CFO

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