

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Corporation of the President of The Church of Jesus Christ of Latter-day Saints		10/01/2013	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Intellectual Reserve, Inc.		
<b>Street Address:</b>	50 E North Temple Street, FL 13		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84150-0013		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1799706	HILL CUMORAH PAGEANT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	8012401187		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	801-240-8099		
Email:	broadbentb@ldschurch.org		
Correspondent Name:	Berne S. Broadbent		
Address Line 1:	50 E North Temple Street, FL 13		
Address Line 4:	Salt Lake City, UTAH 84150-0013		
ATTORNEY DOCKET NUMBER:	#489		
NAME OF SUBMITTER:	Berne S. Broadbent		
Signature:	/bsb/		
Date:	10/07/2013		
Total Attachments: 1 source=2013_10_01 - Assignment - Hill Cumorah Pageant#page1.tif			

OP \$40.00 1799706

**ASSIGNMENT**

WHEREAS, Corporation of the President of The Church of Jesus Christ of Latter-Day Saints (hereinafter referred to as "Assignor"), a corporation of the state of Utah having a principal business office at 50 East North Temple Street, Salt Lake City, Utah 84150, has adopted and used, and is using, and is the owner of all right, title, and interest in and to the service mark "Hill Cumorah Pageant" (hereinafter referred to as the "mark"), which was registered in the United States Patent and Trademark Office as Registration No. 1,799,706 on October 19, 1993; and

WHEREAS, Intellectual Reserve, Inc. (hereinafter referred to as "Assignee"), a non-profit corporation of the state of Utah having a principal business office at 50 East North Temple Street, Salt Lake City, Utah 84150, is desirous of acquiring the entire right, title, and interest in and to the mark and the aforesaid registration thereof;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which are hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title, and interest, and all accrued rights, in and to the mark and the above-identified registration thereof, together with the goodwill of the business symbolized by and associated with the mark.

The Assignor hereby authorizes and requests the United States Commissioner for Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the mark to the Assignee as the owner of the entire interest, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon the Assignor's successors, assigns and legal representatives.

IN WITNESS WHEREOF, the Assignor has caused the hand of its duly authorized representative to be subscribed hereto.

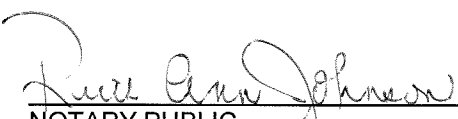
CORPORATION OF THE PRESIDENT OF THE  
CHURCH OF JESUS CHRIST OF JESUS CHRIST  
OF LATTER-DAY SAINTS

  
By: BARRY V. TAGGART  
Title: Authorized Agent

STATE OF UTAH )  
 : ss.  
COUNTY OF SALT LAKE CITY )

On the 1st day of October, 2013, before me personally appeared BARRY V. TAGGART, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

My Commission Expires:  
March 1, 2014

  
NOTARY PUBLIC  
Residing at Salt Lake City, Utah  
Notary Public  
**RUTH ANN JOHNSON**  
Commission #581786  
My Commission Expires  
March 1, 2014  
State of Utah

**TRADEMARK**