

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM298086

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TopGolf Systems Limited		03/11/2014	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	TopGolf International, Inc.		
Street Address:	1717 McKinney Avenue, 8th Floor		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4216510	TOPGOLF	
Registration Number:	4197036	BURGERS & BOTTLES	
Registration Number:	4197035	TOPGOLF BURGERS & BOTTLES	
Registration Number:	3496840		
Registration Number:	3199136	I.D. BALL	
Registration Number:	3023963	TOP GOLF	
CORRESPONDENCE DATA			
Fax Number:	8586785099		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(858) 678-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	36730-0010001		
NAME OF SUBMITTER:	Erin M. Hickey		
SIGNATURE:	/erin m hickey/		
DATE SIGNED:	03/13/2014		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, TopGolf Systems Limited, a private limited company organized and existing under the laws of the United Kingdom, having a place of business at Kinetic House, Theobald Street, Elstree, Hertfordshire, United Kingdom WD6 4PJ ("Assignor") has adopted, used, is using and or intends to use and has applied to register or has registered the marks identified below (hereafter referred to as the "Marks") worldwide:

1. United States Reg. No. 4,216,510 for the mark TOPGOLF;
2. United States Reg. No. 4,197,036 for the mark BURGERS & BOTTLES Design;
3. United States Reg. No. 4,197,035 for the mark TOPGOLF BURGERS & BOTTLES;
4. United States Reg. No. 3,496,840 for the mark TopGolf Flag & Target Shield Logo;
5. United States Reg. No. 3,199,136 for the mark I.D. BALL; and
6. United States Reg. No. 3,023,963 for the mark TOP GOLF & Ball Logo.

WHEREAS, TopGolf International, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at 1717 McKinney Avenue, 8th Floor, Dallas, Texas, 75202, United States of America ("Assignee"), desires to acquire the Marks together with the good will of the business.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns all right, title and interest in and to the Marks together with the good will of the business symbolized by the Marks, including any registrations that may have issued or applications that are pending in Assignor's name for the Marks. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument as of the date written below.

TOPGOLF SYSTEMS LIMITED

Date: Mar 11, 2014

By: Thomas Levert
Name: TH Levert
Title: CEO

TOPGOLF INTERNATIONAL, INC.

Date: Mar 11, 2014

By: Thomas Levert
Name: TH Levert
Title: CEO