

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308155


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|---|--|----------------------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Lance Roehl | | 06/19/2014 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Game 7 Group, LLC | | |
| Street Address: | 225 E 36th Street | | |
| Internal Address: | 5 e | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10016 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2412709 | GAME 7 | |
| Registration Number: | 3339679 | GAME SEVEN | |
| Registration Number: | 4086066 | GAME 7 | |
| Registration Number: | 4525094 | G | |
| Registration Number: | 4258440 | GAME 7 | |
| Registration Number: | 4059974 | GAME 7 | |
| Serial Number: | 86269394 | THE TWO GREATEST WORDS IN SPORTS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3152188748 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 315.218.8515 | | |
| Email: | bskpto@bsk.com | | |
| Correspondent Name: | George R. McGuire | | |
| Address Line 1: | One Lincoln Center | | |
| Address Line 4: | Syracuse, NEW YORK 13202 | | |
| ATTORNEY DOCKET NUMBER: | 425T001 | | |
| NAME OF SUBMITTER: | George R. McGuire | | |
| SIGNATURE: | /george r. mcguire/ | | |

CH \$190.00 2412709

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|---|------------|
| DATE SIGNED: | 06/19/2014 |
| Total Attachments: 2 source=Game 7 tm assignment#page1.tif source=Game 7 tm assignment#page2.tif | |

TRADEMARK ASSIGNMENT

WHEREAS Lance Roehl (“Assignor”), an individual who has had an address at 509 Saratoga Ave. #1, Santa Clara, CA 95050 owns the entire right, title and interest in and to the following United States Trademark Registrations (the “Trademark Registrations”) and the one United States Trademark Application (the “Trademark Application”):

| App. No./Reg. Nos. | Trademark | Goods/Services |
|--------------------|--|---|
| 2,412,709 | GAME 7 | wearing apparel, namely T-shirt, shirts, shorts, pants, sweat shirts, sweat pants, hats, visors, shoes, sandals |
| 3,339,679 | GAME SEVEN | Short-sleeved or long-sleeved t-shirts |
| 4,086,066 | GAME 7 | Computerized on-line retail store services in the field of apparel |
| 4,525,094 |  | Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms |
| 4,258,440 | GAME 7 | Sporting equipment, namely, basketballs, baseball bats, baseball gloves, hockey sticks and hockey pucks |
| 4,059,974 | GAME 7 | Bags specially adapted for sports equipment |
| 86/269,394 | THE TWO GREATEST WORDS IN SPORTS | Short-sleeved or long-sleeved t-shirts |

WHEREAS, Game 7 Group, LLC (“Assignee”), a limited liability company organized and existing under the laws of the State of New York and having offices at 225 E 36th St., 5 e, New York, NY 10016, is desirous of acquiring the entire right, title and interest in and to the Trademark Registrations, and all goodwill associated therewith, and the Trademark Application, the entire business associated with the Trademark Application, and all goodwill associated therewith;

NOW, THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration to us in hand paid, the receipt and sufficiency of which is hereby duly and fully acknowledged, Assignor has sold and BY THESE PRESENTS does transfer and set over unto Assignee the entire right, title and interest in and to the Trademark Registration and Trademark Application, including all federal, state and common law rights, and all goodwill associated therewith, and the entire business associated with the Trademark Application.

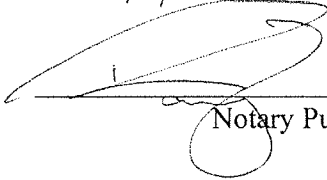
Lance Roehl

Date: June 19, 2014

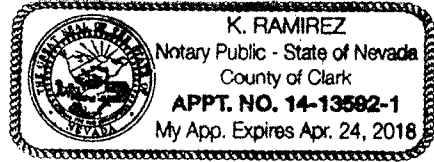
Lance Roehl

Name: Lance Roehl

State of Nevada
Swo County of Clark
Signed and sworn to before me on
this ~~14~~ by Lance Robert Roehl
6/19/14



Notary Public



2337654.1 6/19/2014