

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM308564

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
CHEER LTD, INC.		06/20/2014	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Varsity Spirit Corporation		
<b>Street Address:</b>	6745 Lenox Center Court		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Memphis		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38115		
<b>Entity Type:</b>	CORPORATION: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3120253	CHEER LTD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	901-577-08		
<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>			
<b>Phone:</b>	901-577-8151		
<b>Email:</b>	trademarks@bakerdonelson.com		
<b>Correspondent Name:</b>	Grady M. Garrison		
<b>Address Line 1:</b>	165 Madison Avenue		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38103		
<b>ATTORNEY DOCKET NUMBER:</b>	2783944-000038		
<b>NAME OF SUBMITTER:</b>	Grady M. Garrison		
<b>SIGNATURE:</b>	/GMG/		
<b>DATE SIGNED:</b>	06/24/2014		
<b>Total Attachments: 2</b>			
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OP \$40.00 3120253

**TRADEMARK ASSIGNMENT**

ASSIGNMENT made this 20th day of June, 2014, by and between **CHEER LTD, INC.** ("Assignor"), a North Carolina corporation having an address at 118 Ridgeway Drive, Suite 101, Fayetteville, North Carolina 28311, and **Varsity Spirit Corporation** ("Assignee"), a Tennessee corporation having its principal place of business at 6745 Lenox Center Court, Suite 300, Memphis, Tennessee 38115.

WHEREAS, Assignor owns and is using the federally-registered trademark set forth below (the "Mark"):

<b>MARK</b>	<b>COUNTRY/REGISTRATION NUMBER</b>
CHEER LTD (AND DESIGN)	U.S.3120253

WHEREAS, Assignee is desirous of acquiring the Mark and the goodwill of the business associated therewith, as well as the registration therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all its right, title, and interest in and to the Mark and the federal registration therefor, together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for, and receive all damages occurring from, past infringing uses of the Mark.

Assignor warrants that it has good and valid title to the Mark, including the registration therefor; that the registration is valid and enforceable and is not being challenged by any third parties; and that Assignor is not aware of any facts that could render the registration invalid. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the

intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.

This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

The undersigned states that she is authorized to execute this Assignment on behalf of Assignor; that she has read, knows and understands the contents thereof; that all statements made herein of her own knowledge are true and all statements made on information and belief are believed to be true; and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Date: June 20, 2014

**CHEER LTD INC.**

Name: Gwendolyn Holtsclaw  
Gwendolyn Holtsclaw, President