

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319927

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Miss America Organization		09/29/2014	non-profit corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	MAO IP Holding Company, LLC		
Street Address:	222 New Road, Suite 700		
City:	Linwood		
State/Country:	NEW JERSEY		
Postal Code:	08221		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Serial Number:	85110313	LITTLE MISS AMERICA	
Registration Number:	2804382		
Registration Number:	2482638		
Registration Number:	3197068		
Serial Number:	85454737		
Registration Number:	4236384		
Registration Number:	4070542		
Serial Number:	85454696	MISS AMERICA	
Registration Number:	3932224	MISS AMERICA	
Registration Number:	3933696	MISS AMERICA	
Registration Number:	3975636	MISS AMERICA	
Registration Number:	4481368	MISS AMERICA	
Registration Number:	2776754	MISS AMERICA	
Registration Number:	1614799	MISS AMERICA	
Registration Number:	2071527	MISS AMERICA	
Registration Number:	0953547	MISS AMERICA	
Registration Number:	0768211	MISS AMERICA	
Registration Number:	0631496	MISS AMERICA	
Registration Number:	3232344	MISS AMERICA'S OUTSTANDING TEEN	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4077445	MISS PUERTO RICO
Registration Number:	2274324	QUALITY OF LIFE
Registration Number:	1630311	THE MISS AMERICA PAGEANT
Serial Number:	85418875	THERE SHE . . .
Serial Number:	85885487	MISS AMERICA

CORRESPONDENCE DATA

Fax Number: 2027471901

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.

Phone: 202-747-1900

Email: ekomen@sheppardmullin.com

Correspondent Name: Edwin Komen

Address Line 1: 2099 Pennsylvania Avenue, NW, Suite 100

Address Line 4: Washington, D.C. 20006-6801

ATTORNEY DOCKET NUMBER:	23RJ-202104
NAME OF SUBMITTER:	Edwin Komen
SIGNATURE:	/Edwin Komen/
DATE SIGNED:	10/13/2014

Total Attachments: 5

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REC'D OCT 8 X 2014

SHORT FORM TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, THE MISS AMERICA ORGANIZATION, a New Jersey Nonprofit corporation, with its principal place of business located at 222 New Road, Suite 700, Linwood, New Jersey 08221 ("Assignor") hereby irrevocably sells, grants, assigns and sets over to MAO IP HOLDING COMPANY, LLC, a Delaware limited liability company and a wholly owned subsidiary of Assignor, with its principal place of business located at 222 New Road, Suite 700, Linwood, New Jersey 08221 ("Assignee"), its successors, licensees and assigns, any and all right, title and interest in and to all of Assignor's common law and registered trademark rights including, without limitation, the trademarks identified on Schedule I (attached hereto and incorporated herein by reference) (the "Marks") and any and all underlying, allied, subsidiary, ancillary and derivative rights therein, forever and throughout the universe, for any and all media (whether now known or later devised), as more particularly described in the "IP Assignment Agreement" (as described below).

This Short Form Trademark Assignment is executed in accordance with and is subject to the terms and conditions of that certain *IP Assignment Agreement*, dated as of August 29, 2014, between Assignor and Assignee ("IP Assignment Agreement").

This Assignment is made and entered into as of August 29, 2014 ("Effective Date").

IN WITNESS WHEREOF, each of Assignor and Assignee has executed this Short Form Trademark Assignment as of the date written above.

THE MISS AMERICA ORGANIZATION ("Assignor")

By: [Signature]
Its: President
9-29-2014

MAO IP HOLDING COMPANY, LLC ("Assignee")

By: [Signature]
Its: President
9-29-2014

STATE OF New Jersey)
)
COUNTY OF Atlantic)

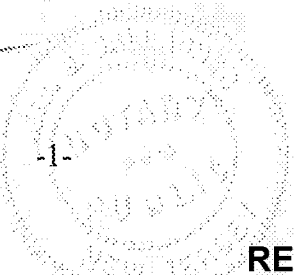
On Sept. 29, 2014, before me, Laura Gallagher, a Notary Public, personally appeared Sharon Pearce * who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

* President of Miss America Organization and of MAO IP Holding Company, LLC, here before me, I certify under PENALTY OF PERJURY under the laws of the State of ~~California~~ New Jersey that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

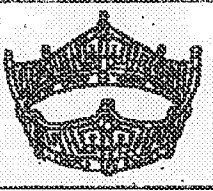
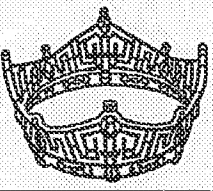
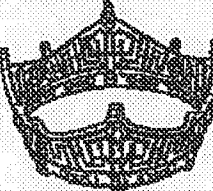
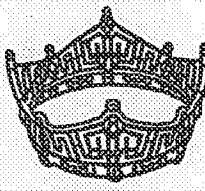
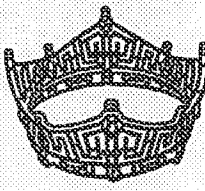
Signature Laura Gallagher


SMRH:431704557.2
LAURA G. GALLAGHER
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 4/8/2018



**SCHEDULE I
LIST OF ASSIGNOR'S MARKS**

<u>Mark:</u>	<u>Reg. No./ Serial No.:</u>	<u>Country:</u>	<u>Goods/Services Assigned:</u>
"The Miss America Organization"	Reg. No. N/A - Pending	Canada	<p>Class 3: Cosmetics; skin care products for women, namely non-medicated lip care preparations, non-medicated skin care preparations, eye creams and non-medicated sun care preparations; fragrances, body care cosmetics, beauty care cosmetics</p> <p>Class 14: Jewelry</p> <p>Class 16: Money clips</p> <p>Class 18: Backpacks, business card cases, key cases, all purpose carrying bags, umbrellas, handbags; luggage; leather and artificial leather wallets; coin purses; cosmetic bags sold empty; knap sacks</p> <p>Class 21: Lunchboxes, figurines made of china, crystal, earthenware, glass, or porcelain; glassware, namely beverage glassware, fine crystal beverage glassware; dinnerware, namely, plates, cups, saucers and fine china dinnerware, namely, plates, cups saucers</p> <p>Class 24: Bedding, namely sheet sets, sheets, pillow covers, comforters, blankets duvet covers; household linen; towels namely bath towels, hand towels</p> <p>Class 25: Clothing, namely shirts, pants, jackets, dresses, bathrobes, swimwear, sleepwear, loungewear, footwear namely athletic footwear, boots, beach footwear, casual footwear, evening footwear, exercise footwear, sports footwear; headwear namely hats, caps, sun visors, costumes, namely Halloween costumes and costumes for use in children's dress up play</p>
"Little Miss America"	N/A - Pending	US	<p>Class 18: Backpacks, book bags, sports bags, bum bags, wallets and handbags</p> <p>Class 25: Clothing namely shirts, pants, jackets, dresses, bathrobes, swimwear, sleepwear, loungewear, footwear, headwear, costumes, namely, Halloween costumes and costumes for use in children's dress up play; athletic uniforms;</p>

			infantwear
Miscellaneous Design (Crown Design) 	2804382	US	Class 36: Providing educational scholarships, the recipients being selected in local, state, and national contests based on such factors as beauty, personality and talent
Miscellaneous Design (Crown Design) 	2482638	US	Class 28: dolls, doll clothing, doll accessories
Miscellaneous Design (Miss America Crown Design) 	3197068	US	Class 14: Ladies' ornamental pins Class 18: Ladies' clothing accessories, namely, handbags and backpacks Class 25: Ladies' clothing, namely, shirts, tank tops, jogging suits, exercise tops, hats, scarves
Miscellaneous Design (Miss America Crown Design) 	N/A - Pending	US	Class 9: Eyewear Class 24: Bedding, namely, comforters, duvet covers, sheet sets; household linen; towels
Miscellaneous Design (Miss America Crown Design) 	4236384	US	Class 25: Clothing, namely, blouses, shirts, T-shirts, neckwear; shoes
Miscellaneous Design (Miss America Outstanding Teen Crown Design)	4070542	US	Class 36: Providing educational scholarships Class 41: Entertainment services in the nature of beauty and talent pageants

			
"Miss America"	N/A – Pending	US	Class 3: Fragrances, cosmetics, body and beauty care cosmetics and non-medicated skin care preparations
"Miss America"	N/A – Pending	US	Class 9: Eyewear Class 24: Bedding, namely, comforters, duvet covers, sheet sets; household linen; towels
"Miss America"	3932224	US	Class 6: Key chains and key fobs of metal
"Miss America"	3933696	US	Class 3: Cosmetics; skin care products for women, namely, non-medicated lip care preparations, non-medicated skin care preparations, eye creams and non-medicated sun care preparations
"Miss America"	3975636	US	Class 20: Furniture
"Miss America"	4481368	US	Class 14: Jewelry Class 18: Backpacks, all purpose carrying bags, handbags; luggage; leather and artificial leather wallets, coin purses; cosmetic bags sold empty; knap sacks Class 21: Lunchboxes, figurines of earthenware, glass, or porcelain; glassware, namely beverage glassware, dinnerware, namely, plates, cups, saucers Class 25: Clothing, namely shirts, pants, jackets, dresses, swimwear, loungewear, footwear, headwear, costumes, namely Halloween costumes and costumes for use in children's dress up play
"Miss America"	2776754	US	Class 25: Shirts, jackets, headwear
"Miss America"	1614799	US	Class 14: Silver-plated trays and pendants Class 16: Ball point pen and letter opener Class 20: Trophies not made of precious metal, picture frames, plaques not made of precious metal, and acrylic jewelry boxes
"Miss America"	2071527	US	Class 41: Providing information and educational materials about beauty pageants via a home page on a global computer network
"Miss America"	953547	US	Class 28: Dolls, doll clothing
"Miss America"	768211	US	Class 25: Swim suits

"Miss America"	631496	US	Class 41: Promotion of education through the granting of scholarships, the recipients being selected in local, state, and national contests, based on such factors as beauty, personality and talent
"Miss America's Outstanding Teen"	3232344	US	Class 36: Providing educational scholarships Class 41: Entertainment services in the nature of beauty and talent pageants
"Miss Puerto Rico"	4077445	US	Class 36: Providing scholarships to promote education, the recipients being selected on local, state and national contests based principally on the recipients' talent and intellect, and only secondarily on their appearance Class 41: Entertainment services in the nature of pageants with the winner being selected based principally on the basis of talent and intellect, and only secondarily on her appearance
"Quality of Life"	2274324	US	Class 41: Educational services, namely, honoring participants of beauty pageants, talent contests, community service competitions and academic contests demonstrating excellence in the field of community-related volunteer work through the issuance of awards in the form of cash prizes, scholarships, and consumer goods
"The Miss America Pageant"	1630311	US	Class 36: Providing scholarship services Class 41: Entertainment services in the nature of beauty and talent pageants
"There She..."	N/A – Pending	US	Class 25: Clothing, namely, tops, bottoms, jackets, dresses, skirts, bathrobes, swimwear, sleepwear, loungewear, footwear, headwear, costumes, namely, Halloween costumes and costumes for use in children's dress up play; infantwear