

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323711

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		11/18/2014	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: 1			
Property Type	Number	Word Mark	
Registration Number:	4625383		
CORRESPONDENCE DATA			
Fax Number:			
<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:	212.813.5900		
Email:	assignments@fzlj.com		
Correspondent Name:	Allison Strickland Ricketts		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	MSS 1408990		
NAME OF SUBMITTER:	Allison Strickland Ricketts		
SIGNATURE:	/joseph gerber/		
DATE SIGNED:	11/19/2014		
Total Attachments: 1			
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CH \$40.00 4625383


ASSIGNMENT

WHEREAS, The Miss America Organization, a corporation organized under the laws of New Jersey, is the owner of trademark Registration No. 4,625,383 (the "Trademark"); and

WHEREAS, MAO IP Holding Company, LLC, a limited liability company organized and existing under the laws of Delaware, with an address at 222 New Road, Suite 700, Linwood, NJ 08221 ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

THE MISS AMERICA ORGANIZATION

Signed:  _____
Name: Sharon E. Pearce
Title: President
Dated: Nov. 18, 2014