

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM325270

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David Balaban		12/05/2014	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Be Here Now Foundation		
Street Address:	12 Timber Creek Lane		
City:	Newark		
State/Country:	DELAWARE		
Postal Code:	19711		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76703839	FAMOUS PLAYERS	
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:	2158538259		
Email:	sfarmer@patentstrademarks.com		
Correspondent Name:	Shawn R. Farmer		
Address Line 1:	Suite 205		
Address Line 4:	Lansdale, PENNSYLVANIA 19446		
ATTORNEY DOCKET NUMBER:	1940-100		
NAME OF SUBMITTER:	Attorney of record, PA Bar Member		
SIGNATURE:	/Shawn R. Farmer/		
DATE SIGNED:	12/05/2014		
Total Attachments: 1			
source=FAMOUS PLAYERS Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 5th day of December, 2014, by and between David L. Balaban ("Assignor"), an individual located at P.O. Box 1962, Bloomfield, New Jersey 07003 and Be Here Now Foundation ("Assignee"), a Corporation organized under the laws of Delaware with a principal place of business at 12 Timber Creek Lane, Newark, Delaware 19711;

WHEREAS, Assignor is the registrant for U.S. Trademark Serial No. 76/703,839 for FAMOUS PLAYERS (hereinafter, the "Mark");

WHEREAS, Assignee seeks to acquire the Mark, together with the goodwill of the business associated with the Mark and the application thereof, in a form acceptable for recordation by the United States Patent and Trademark Office; and

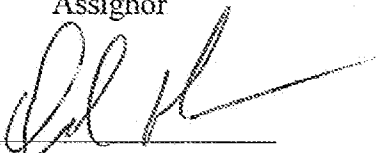
WHEREAS, Assignee is the successor to the portion of the ongoing business of the Assignor to which the Mark pertains, as permitted by 15 U.S.C. §1060(a)(1).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business associated with the Mark, the right to license and sublicense the Mark, and together with all claims for damages by reason of past infringement thereof, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, licensees, and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed by the undersigned authorized representatives.

David L. Balaban

Assignor



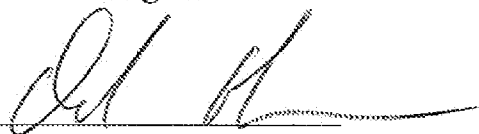
Name: David L. Balaban

Title: Individual

Date: December 5th, 2014

Be Here Now Foundation

Assignee



Name: David Balaban

Title: President

Date: December

TRADEMARK