

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330940

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Palmer Advantage, LLC		02/02/2015	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Arnold Palmer Enterprises, Inc.		
Street Address:	1360 East 9th Street, Suite 100		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44114		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4455576	THE PALMER CLUB	
Registration Number:	4039375	PALMER ADVANTAGE	
Registration Number:	4311504	PALMER ADVANTAGE	
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:	972-731-2288		
Email:	dallastrademarks@dfw.conleyrose.com		
Correspondent Name:	William H. Dietrich		
Address Line 1:	5601 Granite Parkway, Suite 500		
Address Line 4:	Plano, TEXAS 75024		
ATTORNEY DOCKET NUMBER:	4495-00100,01200,00300		
NAME OF SUBMITTER:	William H. Dietrich		
SIGNATURE:	/William H. Dietrich/		
DATE SIGNED:	02/03/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT dated as of January 24, 2014, made by Palmer Advantage, LLC, a Texas limited liability company ("Assignor"), in favor of Arnold Palmer Enterprises, Inc., an Ohio corporation ("Assignee").

WHEREAS, Assignor is the owner of the marks listed on Schedule TM attached hereto (together with all registrations and applications for registration therefore) for the goods and/or services identified therein (the "Marks");

WHEREAS, Assignee desires to acquire the Marks and any and all goodwill associated with the Marks;

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Marks and any and all goodwill associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in and to the Marks, along with the following:

1. the goodwill of the business symbolized by and associated with the Marks;
2. that portion of Assignor's ongoing and existing business in connection with which it has a bona fide intent to use the Marks that was filed on an intent-to-use basis and for which an Amendment to Allege Use or a Statement of Use has not yet been filed and accepted by the relevant Trademark Office or other governing authority;
3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Marks; and
4. all benefit of the Marks.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

ASSIGNOR

Palmer Advantage, LLC
a Texas limited liability company

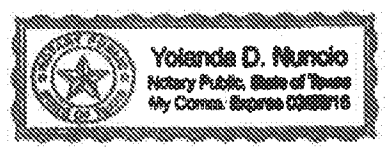
By: Douglas Howe
Name: Douglas Howe
Title: Vice President

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

This instrument was acknowledged before me this 2nd day of February, 2015, by Douglas Howe, an individual residing in the county of Dallas, Tx


Yolanda D. Nuncio
Notary Public State of Texas

Yolanda D. Nuncio
Printed Name of Notary Public



SCHEDULE TM

The Marks

Mark	Serial Number	Filing Date	Registration Number	Registration Date
THE PALMER CLUB	85/478,514	November 22, 2011	4,455,576	December 24, 2013
PALMER ADVANTAGE	85/055,173	June 4, 2010	4,039,375	October 11, 2011
PALMER  ADVANTAGE	85/478,517	November 22, 2011	4,311,504	April 2, 2013