

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM334569

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	11/18/2013

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Elvis Presley Enterprises, Inc.		12/29/2014	CORPORATION: TENNESSEE

**RECEIVING PARTY DATA**

<b>Name:</b>	Graceland Holdings LLC
<b>Street Address:</b>	3734 Elvis Presley Boulevard
<b>City:</b>	Memphis
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	38116
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 19**

Property Type	Number	Word Mark
<b>Registration Number:</b>	2148825	
<b>Registration Number:</b>	3749827	GRACELAND
<b>Registration Number:</b>	1653283	GRACELAND
<b>Registration Number:</b>	2940017	GRACELAND
<b>Serial Number:</b>	85895634	GRACELAND
<b>Registration Number:</b>	1360668	GRACELAND
<b>Registration Number:</b>	2957201	GRACELAND
<b>Registration Number:</b>	2997346	GRACELAND
<b>Registration Number:</b>	2936345	GRACELAND
<b>Registration Number:</b>	2936346	GRACELAND
<b>Registration Number:</b>	2933313	GRACELAND
<b>Registration Number:</b>	3944531	GRACELAND
<b>Registration Number:</b>	3622393	GRACELAND
<b>Registration Number:</b>	3108660	GRACELAND
<b>Registration Number:</b>	3027314	GRACELAND
<b>Registration Number:</b>	2163351	
<b>Registration Number:</b>	2091289	GRACELAND
<b>Registration Number:</b>	2087653	GRACELAND

CH \$490.00 2148825

Property Type	Number	Word Mark
Registration Number:	3508563	GRACELAND

**CORRESPONDENCE DATA**

**Fax Number:** 9736224444  
*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:** 973-848-8308  
**Email:** dpopovic@mccarter.com  
**Correspondent Name:** Michael R. Friscia  
**Address Line 1:** Four Gateway Center, 100 Mulberry Street  
**Address Line 4:** Newark, NEW JERSEY 07102

<b>ATTORNEY DOCKET NUMBER:</b>	124368/1 (MRF-3445)
<b>NAME OF SUBMITTER:</b>	Michael R. Friscia
<b>SIGNATURE:</b>	/Michael R. Friscia/
<b>DATE SIGNED:</b>	03/10/2015

**Total Attachments: 15**

source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page1.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page2.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page3.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page4.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page5.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page6.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page7.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page8.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page9.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page10.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page11.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page12.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page13.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page14.tif  
source=Assignment from Elvis Presley Enterprises, Inc. to Graceland Holdings LLC#page15.tif

**ASSIGNMENT OF TRADEMARKS AND GOODWILL**

This Assignment is made by and between Elvis Presley Enterprises, Inc., a Tennessee corporation with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., Elvis Anthology, LLC, a Tennessee limited liability company with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., Meadow Oaks Apartments, Inc., a Tennessee corporation with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., Memphis-G. land RV Park & Campground, LLC, a Tennessee limited liability company with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., Erama Resolution Corporation, a Delaware corporation with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., Velvet Elvis, Inc., a Tennessee corporation with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A., and Craft Manor Apartments, Inc., a Tennessee corporation with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A. (collectively, "Assignors") and Graceland Holdings LLC, a Delaware limited liability company with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A. ("Assignee").

WHEREAS, Assignors own or have owned rights in and to the trademarks and trademark registrations and trademark registration applications listed and/or described on Appendix A attached hereto and made a part hereof (the "Marks"), and common law rights to the Marks and goodwill associated with the Marks; and

NOW THEREFORE, for the sum of ten dollars (\$10.00), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Assignor hereby assigns, grants and conveys to Assignee nunc pro tunc as of November 18, 2013, all its right, title and interest, including common law rights, in the Marks, and all applications and issued registrations with respect to same, as well as the goodwill related to the Marks and the right to sue for past infringement of the Marks. Assignors will execute any and all further documents necessary to transfer to Assignee title in and to the Marks.

IN TESTIMONY WHEREOF, Assignors have executed this Assignment on the day and year written below.

ASSIGNORS

ELVIS PRESLEY ENTERPRISES, INC.

By: 

Name: Jack Soden

Title: CEO

Date: 12/29/14

ME1 19328641v.2

ELVIS ANTHOLOGY, LLC

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

MEADOW OAKS APARTMENTS, INC.

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

MEMPHIS G. LAND RV PARK & CAMPGROUND, LLC

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

ERAMA RESOLUTION CORPORATION

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

MEI 19328641v.2

VELVET ELVIS, INC.

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

CRAFT MANOR APARTMENTS, INC.

By: [Signature]

Name: Jack Soden

Title: CEO

Date: 12/29/14

ASSIGNEE

GRACELAND HOLDINGS LLC

By: X [Signature]

Name: Joel Weinshanker

Title: Manager

Date: 1/9/2015

Witnesses

(1) Name: [Signature]  
Nationality: American  
Address: 365 Shiloh - Marion AR 72367  
Signature: [Signature]

(2) Name: Monica Adin  
Nationality: American  
Address: 50 Shady Glen Rd Memphis TN 38120  
Signature: [Signature]

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December, 2014, Jack Soden

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

CEO of Elvis Presley

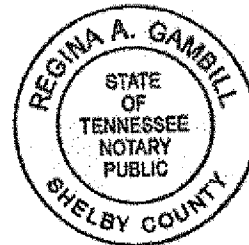
Enterprises, Inc. and is authorized to execute the foregoing instrument on behalf of said company

and that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2016

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December, 2014, Jack Soden,

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

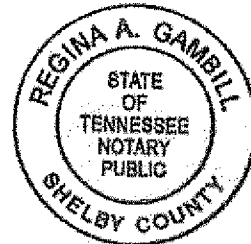
CEO of Elvis Anthology, LLC

and is authorized to execute the foregoing instrument on behalf of said company and that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2018

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December, 2014, Jack Soden,

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

CEO of Meadow Oaks

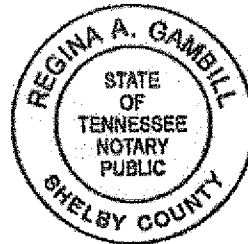
Apartments, Inc. and is authorized to execute the foregoing instrument on behalf of said

company and that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2016



NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December 2014, Jack Soda,

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

CEO

of Memphis-G. land RV

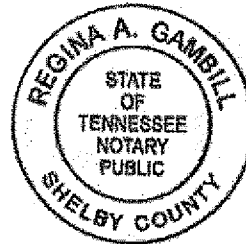
Park & Campground, LLC and is authorized to execute the foregoing instrument on behalf of

said company and that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2016

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December 2014, Jack Soden,

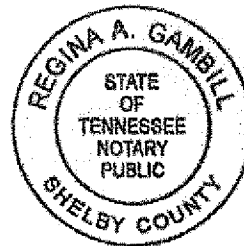
personally came before me and acknowledged under oath, to my satisfaction, that he/she is the  
CEO of Erama Resolution

Corporation and is authorized to execute the foregoing instrument on behalf of said company and  
that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2016

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December 2014, Jack Soden,

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

CEO of Velvet Elvis, Inc. and

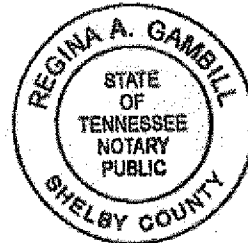
is authorized to execute the foregoing instrument on behalf of said company and that he/she

signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public

(SEAL)



My Commission Expires 1/18/2018

NOTARIAL CERTIFICATION

On this 29<sup>th</sup> day of December, 2014, Jack Soden,

personally came before me and acknowledged under oath, to my satisfaction, that he/she is the

CEO of Craft Manor

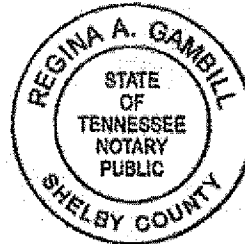
Apartments, Inc. and is authorized to execute the foregoing instrument on behalf of said

company and that he/she signed this document as his/her own act and deed.

Regina A. Gambill

Notary Public


(SEAL)



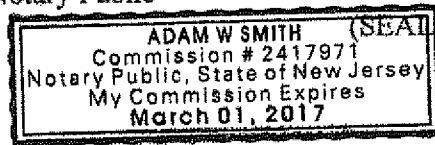
My Commission Expires 1/19/2016

NOTARIAL CERTIFICATION

On this 9<sup>th</sup> day of January 2014, Joel Weins Shanker,  
personally came before me and acknowledged under oath, to my satisfaction, that he/she is the  
Manager of Graceland Holdings  
LLC and is authorized to execute the foregoing instrument on behalf of said company and that  
he/she signed this document as his/her own act and deed.



Notary Public



**APPENDIX A**

TRADEMARK	COUNTRY	APP. NO.	FILING DATE	REG. NO.	REG. DATE
GRACELAND	African Union Territories (OAPI)	3201003153	12/21/2010	66626	12/21/2010
GRACELAND	African Union Territories (OAPI)	3201003154	12/21/2010	66627	12/21/2010
GRACELAND	Argentina	3,048,674	11/25/2010	2,524,703	09/12/2012
GRACELAND	Argentina	3,048,675	11/25/2010	2,524,704	09/12/2012
GRACELAND	Argentina	3,048,676	11/25/2010	2,524,705	09/12/2012
GRACELAND	Argentina	3,048,680	11/25/2010	2,524,709	09/12/2012
GRACELAND	Argentina	3,048,681	11/25/2010	2,524,710	09/12/2012
GRACELAND	Argentina	3,048,677	11/25/2010	2,524,706	09/12/2012
GRACELAND	Argentina	3,048,678	11/25/2010	2,524,707	09/12/2012
GRACELAND	Argentina	3,048,679	11/25/2010	2,524,708	09/12/2012
GRACELAND	Argentina	3,048,673	11/25/2010	2,530,986	10/12/2012
GRACELAND	Argentina	3,048,682	11/25/2010	2,530,985	10/12/2012
GRACELAND	Australia	763697	06/01/1998	763697	06/01/1998
GATES OF GRACELAND	Australia	763698	06/01/1998	763698	06/01/1998
GATES OF GRACELAND	Australia	664847	06/23/1995	664847	06/23/1995
GRACELAND	Australia	664743	06/23/1995	664843	06/23/1995
GRACELAND	Austria	5412/96	10/11/1996	167,944	01/24/1997
GRACELAND	Benelux	879,153	09/24/1996	R 598,589	09/24/2006
GRACELAND	Canada	1253942	04/13/2005	TMA698,439	10/12/2007
GRACELAND	Canada	0793892	09/29/1995	TMA471,137	02/18/1997
GATES OF GRACELAND	Canada	0793891	09/29/1995	TMA471135	02/18/1997
GRACELAND	Chile	919,135	08/31/2010	929,622	08/30/2011
GRACELAND	Chile	919,136	08/31/2010	929,620	08/30/2011
GRACELAND	Chile	919,137	08/31/2010	929,621	08/30/2011
GRACELAND	Chile	919,138	08/31/2010	928,935	08/23/2011
GRACELAND	Denmark	VA 1995 08703	11/14/1995	VR 1997 01034	03/07/1997
GRACELAND	European Community	10693257	03/02/2012	10693257	08/01/2012
GRACELAND	European Community	6003883	06/14/2007	6003883	07/22/2008
GRACELAND	European Community	5744743	03/08/2007	5744743	01/29/2009
GRACELAND	European Community	4387296	04/13/2005	4387296	05/06/2010

GRACELAND	France	95 580910	07/18/1995	95 580910	07/18/1995
GRACELAND	Germany	39529449.5	07/25/1995	DE39529449	04/29/1996
GRACELAND	Germany	39530486.5	07/25/1995	DE39530486	06/17/1996
GRACELAND	Germany	39529448.7	07/25/1995	DE39529448	02/05/1996
GRACELAND	Indonesia	402,432	12/06/2006	IDM000213358	12/06/2006
GRACELAND	Italy	RM/2006/005710	10/10/2006	1220750	10/08/2009
GRACELAND	Japan	2005-033467	04/14/2005	4,908,327	11/11/2005
GRACELAND	Japan	H07-076472	07/26/1995	4,676,801	05/30/2003
GRACELAND	Japan	H07-076471	07/26/1995	4,227,510	01/08/1999
GRACELAND	Japan	H06-091031	09/07/1994	4,365,439	03/03/2000
GRACELAND	Japan	H06-091032	09/07/1994	4,145,384	05/15/1998
GRACELAND	Japan	H06-091034	09/07/1994	3,279,672	04/11/1997
GRACELAND	Japan	H06-091028	09/07/1994	4,160,349	06/26/1998
GRACELAND	Japan	H06-091029	09/07/1994	4,199,820	10/16/1998
GRACELAND	Japan	H06-091033	09/07/1994	3,294,865	04/25/1997
GRACELAND	Macau	N/29160	06/04/2007	N/29160	01/03/2008
GRACELAND	Mexico	282473	12/16/1996	540932	01/30/1997
GRACELAND	New Zealand	250420	06/21/1995	250420	08/06/1998
GRACELAND	New Zealand	250421	06/21/1995	250421	08/06/1998
GRACELAND	Panama	193169	09/08/2010	193169	09/08/2010
GRACELAND	Panama	913121	09/07/2010	913121	09/07/2010
GRACELAND	Panama	193123	09/07/2010	193123	09/07/2010
GRACELAND	Panama	193124	09/07/2010	193124	09/07/2010
GRACELAND	Panama	193125	09/07/2010	193125	09/07/2010
GRACELAND	Panama	193126	09/07/2010	193126	09/07/2010
GRACELAND	Panama	193127	09/07/2010	193127	09/07/2010
GRACELAND	Panama	193128	09/07/2010	193128	09/07/2010
GRACELAND	Panama	193131	09/07/2010	193131	09/07/2010
GRACELAND	Panama	193143	09/07/2010	193143	09/07/2010
GRACELAND	Russian Federation	2010718419	06/07/2010	457126	03/21/2012
GRACELAND	Singapore	T950271I	03/24/1995	T950271I	03/24/1995
GRACELAND	Singapore	T9502712G	03/24/1995	T9502712G	03/24/1995
GRACELAND	Singapore	T9502713E	03/24/1995	T9502713E	03/24/1995
GRACELAND	Singapore	T9502714C	03/24/1995	T9502714C	03/24/1995
GRACELAND	Singapore	T9502715A	03/24/1995	T9502715A	03/24/1995
GRACELAND	Singapore	T9502716Z	03/24/1995	T9502716Z	03/24/1995
GRACELAND	Singapore	T9502717H	03/24/1995	T9502717H	03/24/1995
GRACELAND	South Africa	2010/24235	10/20/2010		
GRACELAND	South Africa	2010/24234	10/20/2010		
GRACELAND	South Africa	2010/24233	10/20/2010		
GRACELAND	Switzerland	7058/1996	09/27/1996	P-444969	09/27/1996
GRACELAND	Switzerland	12753/1995	11/14/1985	P-435262	01/20/1997
GRACELAND	United Arab Emirates	95896	06/11/2007		
GRACELAND	United	2044713	11/14/1995	2044713	08/09/1996

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	Kingdom				
GRACELAND	United Kingdom	2024847	06/22/1995	2024847	11/01/1996
GRACELAND	United Kingdom	1489272	01/27/1992	1489272	05/07/1993
MISCELLANEOUS Design (Gates of Graceland)	United States of America	75/180,662	10/04/1996	2,148,825	04/07/1998
GRACELAND	United States of America	77/817,356	09/01/2009	3,749,827	02/16/2010
GRACELAND	United States of America	74/067,199	06/08/1990	1,653,283	08/06/1991
GRACELAND	United States of America	78/384,613	03/15/2004	2,940,017	04/12/2005
GRACELAND	United States of America	85/895,634	04/04/2013		
GRACELAND	United States of America	73/478,484	05/03/1984	1,360,668	09/17/1985
GRACELAND	United States of America	78/385,267	03/06/2004	2,957,201	05/31/2005
GRACELAND	United States of America	78/385,289	03/16/2004	2,997,346	09/20/2005
GRACELAND	United States of America	78/385,307	03/16/2004	2,936,345	03/29/2005
GRACELAND	United States of America	78/385,316	03/16/2004	2,936,346	03/29/2005
GRACELAND	United States of America	78/385,730	03/17/2004	2,933,313	03/15/2005
GRACELAND	United States of America	77/195,986	06/01/2007	3,944,531	04/12/2011
GRACELAND	United States of America	77/582,200	09/30/2008	3,622,393	05/19/2009
GRACELAND & Design	United States of America	78/414,971	05/07/2004	3,108,660	06/27/2006

MBI 19328641v.2



Graceland & Design	United States of America	78/434,060	06/11/2004	3,027,314	12/13/2005
MISCELLANEOUS DESIGN (Gates of Graceland)	United States of America	75/188,197	10/28/1996	2,163,351	06/09/1998
GRACELAND	United States of America	75/170,044	09/23/1996	2,091,289	08/26/1997
GRACELAND	United States of America	75/156,442	08/26/1996	2,087,653	08/12/1997
GRACELAND	United States of America	77/431,167	03/25/2008	3,508,563	09/30/2008

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