

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334572

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/18/2013		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Graceland Holdings LLC		01/09/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	GL SPE LLC		
Street Address:	3734 Elvis Presley Boulevard		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38116		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	2148825		
Registration Number:	3749827	GRACELAND	
Registration Number:	1653283	GRACELAND	
Registration Number:	2940017	GRACELAND	
Serial Number:	85895634	GRACELAND	
Registration Number:	1360668	GRACELAND	
Registration Number:	2957201	GRACELAND	
Registration Number:	2997346	GRACELAND	
Registration Number:	2936345	GRACELAND	
Registration Number:	2936346	GRACELAND	
Registration Number:	2933313	GRACELAND	
Registration Number:	3944531	GRACELAND	
Registration Number:	3622393	GRACELAND	
Registration Number:	3108660	GRACELAND	
Registration Number:	3027314	GRACELAND	
Registration Number:	2163351		
Registration Number:	2091289	GRACELAND	
Registration Number:	2087653	GRACELAND	
TRADEMARK			

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

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

Total Attachments: 8

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ASSIGNMENT OF TRADEMARKS AND GOODWILL

This Assignment is made by and between Graceland Holdings LLC, a Delaware limited liability company with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A. ("Assignor") and GL SPE LLC, a Delaware limited liability company with offices at 3734 Elvis Presley Boulevard Memphis, Tennessee 38116 U.S.A. ("Assignee").


WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest 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 all common law rights to the Marks and all of the 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, Assignor does hereby assign, grant and convey to Assignee nunc pro tunc as of November 18, 2013, all 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. Assignor will execute any and all further documents necessary to transfer to Assignee title in and to the Marks.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year written below.


ASSIGNOR

GRACELAND HOLDINGS LLC

By: X 
Name: Joel Weinshanker
Title: Manager
Date: 1/9/2015

ASSIGNEE

GL SPE LLC

By: X 
Name: Joel Weinshanker
Title: Director
Date: 1/9/2015

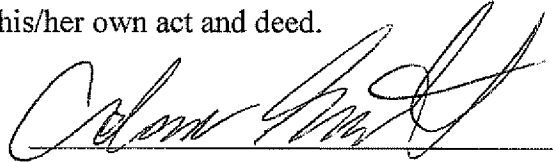
Witnesses

(1) Name: James O'Brien
Nationality: American
Address: 117 S. Main St. Wharton, NJ 07885
Signature [Signature]

(2) Name: Adam Smith
Nationality: American
Address: 596 Forest St Kennerly NJ 07032
Signature [Signature]

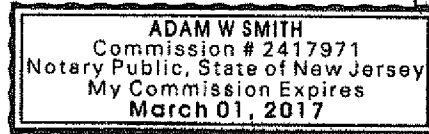
NOTARIAL CERTIFICATION

On this 9th day of January, 2015, Joel Weinshanker, 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.



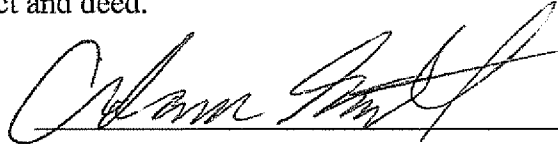
Notary Public

(SEAL)

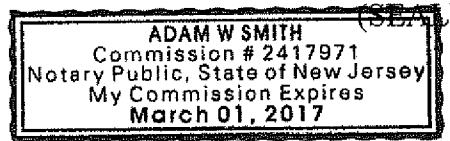


NOTARIAL CERTIFICATION

On this 9TH day of January, 2015, Joel Weinshanker, personally came before me and acknowledged under oath, to my satisfaction, that he/she is the Director of GL SPE 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

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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 Kingdom	2044713	11/14/1995	2044713	08/09/1996

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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
Graceland &	United	78/434,060	06/11/2004	3,027,314	12/13/2005

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TRADEMARK
REEL: 005474 FRAME: 0807

Design	States of America				
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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