

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM336864

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PGA TOUR, Inc.		03/25/2015	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SkratchTV, LLC		
<b>Street Address:</b>	560 Broadway		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10012		
<b>Entity Type:</b>	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86394479	SKRATCH	
<b>Serial Number:</b>	86391726	SKRATCHTV	
<b>Serial Number:</b>	86386926	SCRATCHTV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9042859793		
<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>			
<b>Phone:</b>	904-285-3700		
<b>Email:</b>	trademarks@pgatourhq.com		
<b>Correspondent Name:</b>	Adam Mersereau		
<b>Address Line 1:</b>	100 PGA TOUR Blvd.		
<b>Address Line 4:</b>	Ponte Vedra Beach, FLORIDA 32082		
<b>ATTORNEY DOCKET NUMBER:</b>	SKRATCHTV LLC TM ASSIGN.		
<b>NAME OF SUBMITTER:</b>	Adam Mersereau		
<b>SIGNATURE:</b>	/Adam Mersereau/		
<b>DATE SIGNED:</b>	04/01/2015		
<b>Total Attachments: 3</b>			
source=skratchtv assignment#page1.tif			
source=skratchtv assignment#page2.tif			
source=skratchtv assignment#page3.tif			

CH \$90.00 86394479

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is entered into and effective as of the 25<sup>th</sup> day of March, 2015 (the "Effective Date"), by and between PGA TOUR, Inc., having offices at 100 PGA TOUR Blvd., Ponte Vedra Beach, FL 32082 ("Assignor") and SkratchTV, LLC having offices at 560 Broadway, New York, NY 10012 ("Assignee").

RECITALS

This Assignment contains the terms and conditions under which Assignor has agreed to assign such intellectual property to Assignee.

NOW, THEREFORE, in consideration of the foregoing premises, the mutual covenants and obligations set forth below, and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties hereby agree as follows, intending to be legally bound:

1. ASSIGNMENT OF TRADEMARK. Assignor hereby assigns irrevocably and in perpetuity to the Assignee all right, title and interest in and to the trademark, service mark, and all other intellectual property rights, throughout the world, associated with the mark listed on Exhibit A including but not limited to the U.S. Trademark Registration listed on Exhibit A, any and all common law rights in the foregoing, and all goodwill associated therewith (the "Marks"). By executing this Assignment, Assignor hereby waives and releases any and all rights that Assignor may have in such Marks and further acknowledges and agrees that Assignor has no claims against nor will Assignor assert any claims against the Assignee, its affiliates, officers, directors, agents, employees, and attorneys with respect to the Marks or any use of the Marks.

2. MISCELLANEOUS. This Assignment contains the entire understanding and agreement of the parties with respect to its subject matter; supersedes all prior and contemporaneous oral or written statements, proposals, representations or warranties by either party regarding this Assignment or its subject matter; cannot be altered or amended except in a writing signed by the parties;; is binding upon the parties, their lawful successors and permitted assigns, and may be executed in counterparts which, taken together, shall constitute one binding agreement. Signatures provided by facsimile shall be binding as if originals.

UNDERSTOOD, AGREED and ACCEPTED,

PGA TOUR, INC. (ASSIGNOR)

By: [Signature]
Print Name: Leonard D. Brown, Jr.
Title: Chief Legal Officer

APPROVED
Chief Financial Officer [Signature]
Chief Legal Officer [Signature]

Before me this 31 day of March, 2015, personally appeared Leonard D. Brown, Jr. known to me to be the person who executed the foregoing Assignment on behalf of PGA TOUR, Inc. and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

[Signature]

DIANA L MCGHEE
Notary Public - State of Florida
My Comm. Expires Apr 22, 2018
Commission # FF 099200
Bonded Through National Notary Assn.

Notary Public

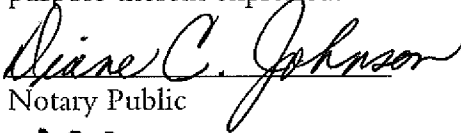
**SKRATCHTV, LLC (ASSIGNEE)**

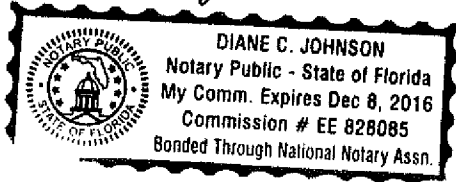
By: 

Print Name: Richard D. Anderson

Title: Manager

Before me this 31<sup>st</sup> day of March, 2015, personally appeared Richard D. Anderson known to me to be the person who executed the foregoing Assignment on behalf of PGA TOUR, Inc. and acknowledged to me that he executed the same of his own free will for the purpose therein expressed.

  
Notary Public



**EXHIBIT A**

**The Marks**

SKRATCH	86/394,479
SKRATCHTV	86/391,726
SCRATCHTV	86/386,926