

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM338154

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	LLC Ently Type
NBCUniversal Media, LLC		04/08/2015	CORPORATION DELAWARE
RECEIVING PARTY DATA			
Name:	United States Olympic Committee		
Street Address:	1 Olympic Plaza		
City:	Colorado Springs		
State/Country:	COLORADO		
Postal Code:	80909		
Entily Type:	Congressionally chartered corporation: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4580650	COUNTDOWN TO SOCHI	
CORRESPONDENCE DATA			
Fax Number:	7198664839		
<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:	7198664117		
Email:	ruby.haddock@usoc.org		
Correspondent Name:	United States Olympic Committee		
Address Line 1:	1 Olympic Plaza		
Address Line 4:	Colorado Springs, COLORADO 80909		
NAME OF SUBMITTER:	Ruby Haddock		
SIGNATURE:	/Ruby Haddock/		
DATE SIGNED:	04/14/2015		
Total Attachments: 3			
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source=signed Assignment#page2.tif			
source=signed Assignment#page3.tif			

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ASSIGNMENT

This Assignment is made and entered into on this 8th day of April 2015, by NBCUniversal Media, LLC, a Delaware limited liability company, having a place of business at 30 Rockefeller Plaza, New York, New York 10112 (hereinafter "Assignor"), in favor of the United States Olympic Committee, a Congressionally chartered corporation, having a place of business at 1 Olympic Plaza, Colorado Springs, CO 80909 (hereinafter "Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the service marks as shown on the Schedule A (collectively, the "Subject Service Marks"), as well as all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Service Marks; and

WHEREAS, Assignee wishes to acquire from the Assignor all right, title, and interest in and to the Subject Service Marks, including in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Service Marks, and all other rights pertaining to ownership of the Subject Service Marks, including the right to recover for past infringement thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee Assignor's entire right, title, and interest in and to the Subject Service Marks throughout the world, as well as in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Service Marks, the same to be held and enjoyed by the Assignee as fully and entirely as the same would have held by Assignor had such Assignment not been made, which Assignment and transfer included any and all past and present rights which have accrued or may accrue to Assignor of any and all kind or nature incident or appertaining to the Subject Service Marks, including the right to sue for and recover any accrued damages for infringement occurring prior to assignment of the Subject Service Marks or prior to the execution of this instrument, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

Assignor covenants and agrees that it shall supply Assignee with any and all further documents necessary to effectuate this Agreement and it shall provide full and timely assistance to Assignee in satisfying the requirements of any governmental authorities to transfer the title of the Subject Service Marks from Assignor to Assignee.

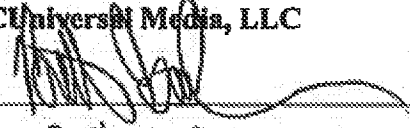
Assignor represents and warrants that it has all necessary title and right to grant the assignment and rights transferred hereunder, free and clear of all liens and encumbrances of any

kind, and that it has not made and will not make any commitments to others inconsistent with or in derogation of such rights.

The undersigned individual for Assignor represents and warrants that he or she has the full authority to act on behalf of and bind the Assignor.

Signed this _____ day of _____.

Assignor:
NBCUniversal Media, LLC

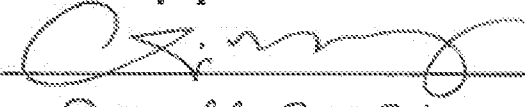
By: 

Name: Brett Goodman

Title: SVP, NBC Sports Group

Signed this 14 day of April, 2015.

Assignee:
United States Olympic Committee

By: 

Name: Chris McCleary

Title: B.C.

Schedule A

Mark	Country	Status	Registration No.
COUNTDOWN TO LONDON	United States	Registered	4,168,310
COUNTDOWN TO SOCHI	United States	Registered	4,580,650