

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346521

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the assignment to "ABG EPE IP LLC, a Delaware limited liability company" previously recorded on Reel 005166 Frame 0274. Assignor(s) hereby confirms the assignment from Elvis Presley Enterprises, Inc. to ABG EPE IP LLC, a Tennessee limited liability company.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Elvis Presley Enterprises, Inc.		11/18/2013	LIMITED LIABILITY COMPANY: TENNESSEE

RECEIVING PARTY DATA

Name:	ABG EPE IP LLC
Street Address:	100 West 33rd Street, Suite 1007
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE

PROPERTY NUMBERS Total: 132

Property Type	Number	Word Mark
Registration Number:	3276607	ALL SHOOK UP
Registration Number:	3718615	ALL SHOOK UP
Registration Number:	3871107	ALWAYS ON MY MIND
Registration Number:	3871090	ARE YOU LONESOME TONIGHT
Registration Number:	3777930	BLUE CHRISTMAS
Registration Number:	3718614	BLUE CHRISTMAS
Registration Number:	3866674	BLUE HAWAII
Registration Number:	3145462	BLUE SUEDE
Registration Number:	3948288	BLUE SUEDE SHOES
Registration Number:	3777927	BURNING LOVE
Registration Number:	3958347	BURNING LOVE
Registration Number:	3948291	CAN'T HELP FALLING IN LOVE
Registration Number:	2150416	COME HOME TO ROCK N ROLL
Registration Number:	3948289	DON'T BE CRUEL
Registration Number:	2808601	ELVIS
Registration Number:	3386025	ELVIS

OP \$3315.00 3276607

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3554763	ELVIS
Registration Number:	1265579	ELVIS
Registration Number:	1267105	ELVIS
Registration Number:	1327990	ELVIS
Registration Number:	1327127	ELVIS
Registration Number:	3758646	ELVIS
Registration Number:	3893580	ELVIS
Registration Number:	2831918	ELVIS
Registration Number:	2994296	ELVIS
Registration Number:	3007261	ELVIS
Registration Number:	2943840	ELVIS
Registration Number:	2946097	ELVIS
Registration Number:	3858340	ELVIS
Registration Number:	2335947	ELVIS
Registration Number:	2948059	ELVIS
Registration Number:	3004018	ELVIS
Registration Number:	2959924	ELVIS
Registration Number:	1329269	ELVIS
Registration Number:	2115521	ELVIS
Registration Number:	2698372	ELVIS
Registration Number:	2143323	ELVIS
Registration Number:	2241437	ELVIS
Registration Number:	2075845	ELVIS
Registration Number:	3907233	ELVIS HAS LEFT THE BUILDING
Registration Number:	1342551	ELVIS PRESLEY
Registration Number:	1674265	ELVIS PRESLEY
Registration Number:	1329791	ELVIS PRESLEY
Registration Number:	3459596	ELVIS PRESLEY
Registration Number:	2512317	ELVIS PRESLEY
Registration Number:	3719039	ELVIS PRESLEY
Registration Number:	1340617	ELVIS PRESLEY
Registration Number:	1677532	ELVIS PRESLEY
Registration Number:	1677561	ELVIS PRESLEY
Registration Number:	1677378	ELVIS PRESLEY
Registration Number:	2075427	ELVIS PRESLEY
Registration Number:	2137847	ELVIS PRESLEY
Registration Number:	2606900	ELVIS PRESLEY
Registration Number:	2075844	ELVIS PRESLEY

Property Type	Number	Word Mark
Registration Number:	2932897	ELVIS PRESLEY
Registration Number:	2937854	ELVIS PRESLEY
Registration Number:	2955078	ELVIS PRESLEY
Registration Number:	3017479	ELVIS PRESLEY
Registration Number:	2957268	ELVIS PRESLEY
Registration Number:	2935071	ELVIS PRESLEY
Registration Number:	3055210	ELVIS PRESLEY
Registration Number:	3740775	ELVIS PRESLEY
Registration Number:	3722364	ELVIS PRESLEY
Registration Number:	4640390	ELVIS PRESLEY
Registration Number:	2092974	ELVIS PRESLEY AUTOMOBILE MUSEUM
Registration Number:	4242658	ELVIS PRESLEY'S CHROME GRILLE
Registration Number:	2143438	ELVIS PRESLEY'S CHROME GRILLE
Registration Number:	4132006	ELVIS ROCKIN' THE CHARTS
Registration Number:	2092231	ELVIS THREADS
Registration Number:	2107015	ELVIS WEEK
Registration Number:	3696764	ELVIS WEEK
Registration Number:	4122164	ELVIS WEEK
Registration Number:	3742858	EP TV
Registration Number:	3742857	EPTV
Registration Number:	3941229	FOLLOW THAT DREAM
Registration Number:	3874185	GI BLUES
Registration Number:	2396538	HEARTBREAK HOTEL
Registration Number:	2491269	HEARTBREAK HOTEL
Registration Number:	2386355	HEARTBREAK HOTEL
Registration Number:	2541041	HEARTBREAK HOTEL
Registration Number:	2434179	HEARTBREAK HOTEL
Registration Number:	2565767	HEARTBREAK HOTEL
Registration Number:	3719038	HEARTBREAK HOTEL
Registration Number:	2500160	HEARTBREAK HOTEL
Registration Number:	2114389	HEARTBREAK HOTEL
Registration Number:	3200518	HOUND DOG
Registration Number:	3953047	HOUND DOG
Registration Number:	3941227	I WANT YOU I NEED YOU I LOVE YOU
Registration Number:	3958346	JAILHOUSE ROCK
Registration Number:	3238136	JAILHOUSE ROCK
Registration Number:	3821600	JAILHOUSE ROCK
Registration Number:	2357545	JUNGLE ROOM

Property Type	Number	Word Mark
Registration Number:	2147229	KING OF ROCK & ROLL
Registration Number:	2140847	KING OF ROCK & ROLL
Registration Number:	2158251	KING OF ROCK N ROLL
Registration Number:	2148873	KING OF ROCK N ROLL
Registration Number:	2145957	KING OF ROCK N ROLL
Registration Number:	4257991	LIL' E
Registration Number:	2111738	LISA MARIE
Registration Number:	2633795	LONELY STREET
Registration Number:	3442767	LOVE ME TENDER
Registration Number:	3747631	LOVE ME TENDER
Registration Number:	3106395	PRESLEY PLACE
Registration Number:	2935081	SHAKE SPLIT AND DIP
Registration Number:	3288976	SHAKE, RATTLE & ROLL
Registration Number:	3780501	SHOPELVIS
Registration Number:	2938306	SINCERELY ELVIS
Registration Number:	3718616	STUCK ON YOU
Registration Number:	3958348	SUSPICIOUS MINDS
Registration Number:	3040319	TAKING CARE OF BUSINESS
Registration Number:	3871907	TCB
Registration Number:	2851520	TCB
Registration Number:	1228406	TCB
Registration Number:	2559580	TEDDY BEAR
Registration Number:	3871091	TEDDY BEAR
Registration Number:	3871089	THAT'S ALL RIGHT
Registration Number:	4272550	THE KING
Registration Number:	3958180	THE KING
Registration Number:	4641410	THE KING
Registration Number:	4529779	THE KING
Registration Number:	4501978	THE KING OF ROCK 'N ROLL
Registration Number:	3932232	THE KING OF ROCK 'N ROLL
Registration Number:	2895756	THE KING OF ROCK 'N' ROLL
Registration Number:	2103155	THE LISA MARIE
Registration Number:	2154631	TLC
Registration Number:	3874166	TROUBLE
Registration Number:	3558053	ULTIMATE ELVIS TRIBUTE ARTIST CONTEST
Registration Number:	4234334	VIVA ELVIS
Registration Number:	3583778	VIVA LAS VEGAS
Registration Number:	3793445	VIVA LAS VEGAS

Property Type	Number	Word Mark
Registration Number:	3822667	VIVA LAS VEGAS
Serial Number:	77776311	THE KING OF ROCK 'N ROLL

CORRESPONDENCE DATA

Fax Number:

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.

Email: legaldept@authenticbrandsgroup.com

Correspondent Name: Bridgette Fitzpatrick

Address Line 1: 100 West 33rd Street, Suite 1007

Address Line 4: New York, NEW YORK 10001

ATTORNEY DOCKET NUMBER:	EPE ASSIGNMENT
NAME OF SUBMITTER:	Bridgette Fitzpatrick
SIGNATURE:	/Bridgette Fitzpatrick/
DATE SIGNED:	07/01/2015

Total Attachments: 8

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is executed into as of November 18, 2013 ("Effective Date") by Elvis Presley Enterprises, Inc., a Tennessee corporation having a business address located 3734 Elvis Presley Boulevard Memphis, TN 38116 ("Assignor") on behalf of ABG EPE IP LLC, a Tennessee limited liability company having a business address located at 100 West 33rd Street, Suite 1007 New York, NY 10001 USA ("Assignee"). Assignor and Assignee are each referred to herein as a "Party" and, collectively, as the "Parties." All capitalized terms used, but not defined herein, shall have the meanings ascribed to such terms in the Contribution Agreement (defined herein below).

WHEREAS, Assignor owns and either uses or has the bona fide intent to use the trademarks set forth on Schedule A hereto (the "Marks");

WHEREAS, on the date hereof, certain affiliates of Assignee and Assignor are entering into that certain Securities Purchase Agreement, to be dated as of the date hereof, by and among ABG ALI LLC ("ABG ALI"), ABG EPE LLC ("ABG EPE"), Graceland Holdings LLC ("Graceland Holdings"), Elvis Blue Moon Holdings, LLC, G.O.A.T. Blue Moon Holdings, LLC, and, solely with respect to Section 10.14 thereof, Core Entertainment Holdings Inc. (the "Securities Purchase Agreement"), pursuant to which, among other things: (i) ABG ALI will acquire the equity interests of Muhammad Ali Enterprises, LLC previously owned directly and indirectly by G.O.A.T. Blue Moon Holdings, LLC, (ii) ABG EPE will acquire the equity interests of Elvis Presley Enterprises, LLC previously owned by Elvis Blue Moon Holdings, LLC, (iii) ABG EPE will acquire the equity interests of Assignee previously owned by Assignor and (iv) following the actions contemplated by the immediately preceding clause (iii), Graceland Holdings will acquire the equity interests of Assignor previously owned by previously owned by Elvis Blue Moon Holdings, LLC;

WHEREAS, pursuant to the Securities Purchase Agreement, Assignor and Assignee have entered into that certain Contribution Agreement, dated as of November 18, 2013 (the "Contribution Agreement"); and

WHEREAS, pursuant to the Securities Purchase Agreement and the Contribution Agreement, Assignee has succeeded to the business of Assignor, and as part of the sale of the business to Assignee, Assignor has agreed to transfer, convey, assign and deliver all of Assignor's right, title and interest in and to the Marks to Assignee, and Assignee has agreed to purchase and acquire the Marks from Assignor.

NOW, THEREFORE, in consideration of the purchase price set forth in the Securities Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Marks, together with all translations, adaptations, derivations, and combinations thereof and including all goodwill associated therewith, and all applications and registrations in connection therewith, all renewals thereof, and all other rights accruing thereunder or pertaining thereto throughout the world, including all rights to sue or otherwise recover for any past, present, or future infringement,

dilution or other violation of any of the foregoing, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as full and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby authorizes the U.S. Patent and Trademark Office and any official of any country or countries foreign to the United States whose duty it is to receive or register trademarks or applications therefor, to record Assignee as the owner of the Marks, and to issue all registrations for the foregoing, to be in the name of Assignee, as assignee of all of the Marks, for the sole use of Assignee, its successors, legal representatives, and assigns, in accordance with the terms of this Assignment. In addition, following execution of this Assignment, and in any event, within five (5) days of the Effective Date, Assignor will promptly give to Assignee, and authorize and request the applicable registration authority to ensure the transfer of the administrative password and sole authorized usage for the Internet Domain Names set forth on Schedule B to Assignee and to record Assignee as the registrant and sole owner of such domain names(s). Assignor agrees to promptly following execution of this Assignment, and in any event, within five (5) days of the Effective Date, to execute for itself and its successors and assigns and deliver to Assignee any additional documents necessary, electronic or otherwise, to assist Assignee with the recordation of the assignment of the Marks. All costs and risks associated with such filings/recordals shall be borne exclusively by Assignor and any such documents shall be subject to this Assignment, which shall control should there be any conflict between this Assignment and such document. Assignor further agrees, when requested, and at the sole cost and expense of Assignee to take other reasonable actions and/or sign other documents which are necessary to effect the assignment of the Marks to Assignee.

This Assignment shall be governed by and construed under the laws of New York, United States of America.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative.

ASSIGNOR:

Elvis Presley Enterprises, Inc.

By: _____

Name: _____

Title: _____



Jack Soden
President

[Signature Page to Trademark Assignment]

ACKNOWLEDGED BY:

ASSIGNEE: ABG EPE IP LLC

By:


Name: Jack Salton
Title:

[Signature Page to Trademark Assignment]

SCHEDULE A

TRADEMARK	APPLICATION NO	REGISTRATION NO	TRADEMARK STATUS
ALL SHOOK UP	78565765	3276607	Registered
ALL SHOOK UP	77771102	3718615	Registered
ALWAYS ON MY MIND	77678199	3871107	Registered
ARE YOU LONESOME TONIGHT	77674030	3871090	Registered
BLUE CHRISTMAS	77824083	3777930	Registered
BLUE CHRISTMAS	77771088	3718614	Registered
BLUE HAWAII	77890842	3866674	Registered
BLUE SUEDE	78741733	3145462	Registered
BLUE SUEDE SHOES	77672760	3948288	Registered
BURNING LOVE	77824076	3777927	Registered
BURNING LOVE	77672796	3958347	Registered
CAN'T HELP FALLING IN LOVE	77673982	3948291	Registered
COME HOME TO ROCK N ROLL	75201888	2150416	Registered
DON'T BE CRUEL	77672770	3948289	Registered
ELVIS	78180387	2808601	Registered
ELVIS	77049968	3386025	Registered
ELVIS	77160749	3554763	Registered
ELVIS	73304769	1265579	Registered
ELVIS	73304770	1267105	Registered
ELVIS	73477236	1327990	Registered
ELVIS	73470201	1327127	Registered
ELVIS	77578841	3758646	Registered
ELVIS	85030105	3893580	Registered
ELVIS	78181952	2831918	Registered
ELVIS	78316882	2994296	Registered
ELVIS	78316955	3007261	Registered
ELVIS	78384548	2943840	Registered
ELVIS	78384656	2946097	Registered
ELVIS	77980005	3858340	Registered
ELVIS	75709542	2335947	Registered
ELVIS	78413937	2948059	Registered
ELVIS	78414069	3004018	Registered
ELVIS	78489343	2959924	Registered
ELVIS	73477238	1329269	Registered

ELVIS	75128250	2115521	Registered
ELVIS	76152844	2698372	Registered
ELVIS	75099565	2143323	Registered
ELVIS	75163202	2241437	Registered
ELVIS	75163397	2075845	Registered
ELVIS HAS LEFT THE BUILDING	85041743	3907233	Registered
ELVIS PRESLEY	73470199	1342551	Registered
ELVIS PRESLEY	73470200	1674265	Registered
ELVIS PRESLEY	73478487	1329791	Registered
ELVIS PRESLEY	78883325	3459596	Registered
ELVIS PRESLEY	76136688	2512317	Registered
ELVIS PRESLEY	77196012	3719039	Registered
ELVIS PRESLEY	73507803	1340617	Registered
ELVIS PRESLEY	73292301	1677532	Registered
ELVIS PRESLEY	73292315	1677561	Registered
ELVIS PRESLEY	73292412	1677378	Registered
ELVIS PRESLEY	75095787	2075427	Registered
ELVIS PRESLEY	75099625	2137847	Registered
ELVIS PRESLEY	76171937	2606900	Registered
ELVIS PRESLEY	75163210	2075844	Registered
ELVIS PRESLEY	78316864	2932897	Registered
ELVIS PRESLEY	78316943	2937854	Registered
ELVIS PRESLEY	78411506	2955078	Registered
ELVIS PRESLEY	78396428	3017479	Registered
ELVIS PRESLEY	78396470	2957268	Registered
ELVIS PRESLEY	78384524	2935071	Registered
ELVIS PRESLEY	78567948	3055210	Registered
ELVIS PRESLEY	77517740	3740775	Registered
ELVIS PRESLEY	77771013	3722364	Registered
ELVIS PRESLEY	86235662	4640390	Registered
ELVIS PRESLEY AUTOMOBILE MUSEUM	75138515	2092974	Registered
ELVIS PRESLEY'S CHROME GRILLE	85246285	4242658	Registered
ELVIS PRESLEY'S CHROME GRILLE	75134101	2143438	Registered
ELVIS ROCKIN' THE CHARTS	85417959	4132006	Registered
ELVIS THREADS	75092092	2092231	Registered
ELVIS WEEK	75177769	2107015	Registered

ELVIS WEEK	77517752	3696764	Registered
ELVIS WEEK	77771219	4122164	Registered
EP TV	77313512	3742858	Registered
EPTV	77313503	3742857	Registered
FOLLOW THAT DREAM	77678299	3941229	Registered
GI BLUES	77678264	3874185	Registered
HEARTBREAK HOTEL	75709541	2396538	Registered
HEARTBREAK HOTEL	75709705	2491269	Registered
HEARTBREAK HOTEL	75568222	2386355	Registered
HEARTBREAK HOTEL	75709539	2541041	Registered
HEARTBREAK HOTEL	75709450	2434179	Registered
HEARTBREAK HOTEL	75806149	2565767	Registered
HEARTBREAK HOTEL	77196003	3719038	Registered
HEARTBREAK HOTEL	76127355	2500160	Registered
HEARTBREAK HOTEL	74466529	2114389	Registered
HOUND DOG	78606314	3200518	Registered
HOUND DOG	77666234	3953047	Registered
I WANT YOU I NEED YOU I LOVE YOU	77674012	3941227	Registered
JAILHOUSE ROCK	77672788	3958346	Registered
JAILHOUSE ROCK	78599523	3238136	Registered
JAILHOUSE ROCK	77890821	3821600	Registered
JUNGLE ROOM	75762980	2357545	Registered
KING OF ROCK & ROLL	75177771	2147229	Registered
KING OF ROCK & ROLL	75254904	2140847	Registered
KING OF ROCK N ROLL	75177774	2158251	Registered
KING OF ROCK N ROLL	75188198	2148873	Registered
KING OF ROCK N ROLL	75188195	2145957	Registered
LIL' E	77863893	4257991	Registered
LISA MARIE	75098709	2111738	Registered
LONELY STREET	75709706	2633795	Registered
LOVE ME TENDER	78883281	3442767	Registered
LOVE ME TENDER	77609262	3747631	Registered
PRESLEY PLACE	78615099	3106395	Registered
SHAKE SPLIT AND DIP	78385173	2935081	Registered
SHAKE, RATTLE &	78800744	3288976	Registered

ROLL			
SHOPELVIS	77798358	3780501	Registered
SINCERELY ELVIS	78411652	2938306	Registered
STUCK ON YOU	77771144	3718616	Registered
SUSPICIOUS MINDS	77672803	3958348	Registered
TAKING CARE OF BUSINESS	78411292	3040319	Registered
TCB	77616010	3871907	Registered
TCB	76409654	2851520	Registered
TCB Logo	73242279	1228406	Registered
TEDDY BEAR	75804920	2559580	Registered
TEDDY BEAR	77674063	3871091	Registered
THAT'S ALL RIGHT	77673996	3871089	Registered
THE KING	77837940	4272550	Registered
THE KING	77517719	3958180	Registered
THE KING	77776300	4641410	Registered
THE KING	77983584	4529779	Registered
THE KING OF ROCK 'N ROLL	77983609	4501978	Registered
THE KING OF ROCK 'N ROLL	77890883	3932232	Registered
THE KING OF ROCK 'N ROLL	77776311		Pending
THE KING OF ROCK 'N' ROLL	78312835	2895756	Registered
THE LISA MARIE	75162071	2103155	Registered
TLC	75180663	2154631	Registered
TROUBLE	77674069	3874166	Registered
ULTIMATE ELVIS TRIBUTE ARTIST CONTEST	77054525	3558053	Registered
VIVA ELVIS	77744164	4234334	Registered
VIVA LAS VEGAS	77026612	3583778	Registered
VIVA LAS VEGAS	77027387	3793445	Registered
VIVA LAS VEGAS	77618527	3822667	Registered