

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356879

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atlanta Falcons Football Club, LLC		09/30/2015	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	SunTrust Bank, as Administrative Agent		
Street Address:	Attn: Legal Notice Specialist, 211 Perimeter Center Pkwy, Ste100		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30346		
Entity Type:	banking corporation: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4729993	RISE UP	
CORRESPONDENCE DATA			
Fax Number:	4048738501		
<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:	404-870-5617		
Email:	susan.lake@agg.com		
Correspondent Name:	Susan Lake, Paralegal		
Address Line 1:	171 17th Street		
Address Line 2:	Arnall Golden Gregory		
Address Line 4:	Atlanta, GEORGIA 30363		
ATTORNEY DOCKET NUMBER:	14686-118		
NAME OF SUBMITTER:	Susan Lake		
SIGNATURE:	/Susan Lake/		
DATE SIGNED:	09/30/2015		
Total Attachments: 3			
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CH \$40.00 4729993

NOTICE OF GRANT OF SECURITY INTEREST IN U.S. TRADEMARK

September 30, 2015

To: United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that, pursuant to that certain Intellectual Property Security Agreement dated as of December 14, 2012 (as the same may have been amended, modified, extended or restated from time to time, the "Security Agreement") by and between ATLANTA FALCONS FOOTBALL CLUB, LLC, a Georgia limited liability company (the "Borrower"), in favor of SUNTRUST BANK, in its capacity as the administrative agent (the "Administrative Agent"), for the several banks and other financial institutions and lenders (collectively, the "Lenders") from time to time party to the Revolving Credit Agreement, dated as of December 14, 2012, by and among Borrower, Administrative Agent, the Lenders, the issuing bank thereunder and the swingline lender thereunder, the undersigned Borrower has granted a continuing security interest in and to, and lien upon, all right, title and interest in the trademark shown below to Administrative Agent, for the benefit of the Lenders:

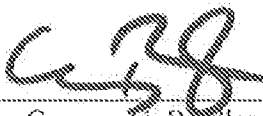
Mark	Owner	Registration/ Serial No.	Registration/ Filing Date
Rise Up	Atlanta Falcons Football Club, LLC	4729993	05/05/2015

[Signatures on following pages]

The undersigned Borrower and Administrative hereby acknowledge and agree that the security interest in the foregoing trademark (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademarks.

Very truly yours,

ATLANTA FALCONS FOOTBALL CLUB, LLC, a
Georgia limited liability company

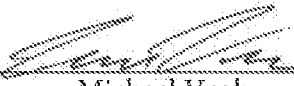
By:  [SEAL]
Name: Gregory G. Readles
Title: Executive Vice President, Chief
Administrative and Financial Officer

[Signatures continue on following page]

[Notice of Grant of Security Interest in U.S. Trademark]

Acknowledged and Accepted:

SUNTRUST BANK, as Administrative Agent

By 
Name: Michael Vegh
Title: Director

[Notice of Grant of Security Interest in U.S. Trademark]