

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359277

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The LeBron James Family Foundation		10/12/2015	non-profit corporation: OHIO
RECEIVING PARTY DATA			
Name:	LBJ Trademarks, LLC		
Street Address:	3800 Embassy Parkway		
Internal Address:	Suite 360		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4538642	THE LEBRON JAMES FAMILY FOUNDATION	
CORRESPONDENCE DATA			
Fax Number:	2124255288		
<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:	212-425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Howard J. Shire		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	15814/73		
NAME OF SUBMITTER:	Howard J. Shire		
SIGNATURE:	/HJS/		
DATE SIGNED:	10/20/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, The LeBron James Family Foundation, a non-profit corporation organized under the state of Ohio, having an address of 3800 Embassy Parkway, Suite 360, Akron, OH 44333 (hereinafter "Assignor"), is the owner of all rights, title and interest in and to the trademark and design THE LEBRON JAMES FAMILY FOUNDATION, including without limitation U.S. Registration No.4,538,642 (the "Trademark"); and

WHEREAS, LBJ Trademarks, LLC, a limited liability company organized under the laws of the state of Delaware, having a place of business at 3800 Embassy Parkway, Suite 360, Akron, OH 44333 (hereinafter "Assignee"), wishes to acquire from Assignor all of Assignor's rights in and to such Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of Assignor's rights, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark, and including, without limitation, all common law rights in and to the Trademark, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

THE LEBRON FAMILY FOUNDATION

Date: 10/12/15

Michele R Campbell
Name: Michele Campbell
Title: Executive Director