

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405085

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 Bridge Direct, Inc.		09/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	World Wrestling Entertainment, Inc.		
Street Address:	1241 East Main Street		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06902		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4744270	STACK DOWN	
Registration Number:	4744271	STACK DOWN UNIVERSE	
CORRESPONDENCE DATA			
Fax Number:	2033530236		
<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:	2033532827		
Email:	lauren.middlen@wwecorp.com		
Correspondent Name:	Lauren A. Dienes-Middlen		
Address Line 1:	1241 East Main Street		
Address Line 4:	Stamford, CONNECTICUT 06902		
NAME OF SUBMITTER:	Lauren A. Dienes-Middlen		
SIGNATURE:	/LADM/		
DATE SIGNED:	11/10/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of September 01, 2016 by and between **THE BRIDGE DIRECT, INC.**, a Delaware corporation (the "*Assignor*"), and **WORLD WRESTLING ENTERTAINMENT INC.**, a Delaware corporation (the "*Assignee*").

WHEREAS, Assignor and Assignee have entered into a certain Consumer Products License Agreement with an effective date of January 1, 2013 (the "*License Agreement*");

WHEREAS, Assignor is the owner of all rights in the United States, of the Trademarks set forth on Exhibit A; and

WHEREAS, pursuant to the License Agreement, Assignor has agreed to sell, assign and transfer all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration paid by Assignee pursuant to the License Agreement, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor does hereby sell, assign, transfer and convey unto Assignee, free and clear of all liens and encumbrances, all of Assignor's right, title, and interest throughout the world in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the right to recover for past infringements and misappropriations thereof.


FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned.

[Signature Page to Follow]

IN WITNESS WHEREOF, this Trademark Assignment has been executed and delivered as of the date first written above.

ASSIGNOR:

THE BRIDGE DIRECT, INC.

By: 
Name: JEFF LEBRON
Title: GM, FINANCE & ADMINISTRATION

ASSIGNEE:

WORLD WRESTLING
ENTERTAINMENT, INC.

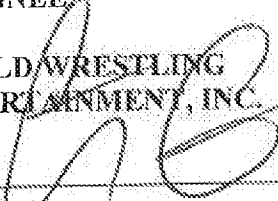
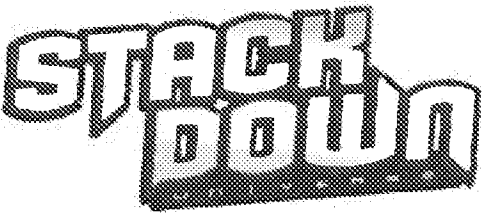
By: 
Name: _____
Title: _____

EXHIBIT A

<u>Mark</u>	<u>Registration Number</u>	<u>Country</u>
STACK DOWN	4,744,270	United States
	4,744,271	United States