

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405878

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arena Football One, LLC		11/14/2016	Limited Liability Company: LOUISIANA
RECEIVING PARTY DATA			
Name:	Sidewinder Investment Group, LLC		
Doing Business As:	Arizona Rattlers		
Street Address:	14287 N. 87th Street		
Internal Address:	Suite 220		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85260		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1776064	R ARIZONA RATTLERS	
CORRESPONDENCE DATA			
Fax Number:	4806593304		
<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>			
Email:	trademarks@hartmantitus.com		
Correspondent Name:	Hartman Titus PLC		
Address Line 1:	7114 E Stetson Drive		
Address Line 2:	Suite 205		
Address Line 4:	Scottsdale, ARIZONA 85251-3250		
NAME OF SUBMITTER:	Bradley P. Hartman		
SIGNATURE:	/bradley p hartman/		
DATE SIGNED:	11/17/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Trademark Agreement") is made and entered into effective October 31, 2016, by and between Arena Football One, LLC, a Louisiana limited liability company ("Assignor"), and Sidewinder Investment Group, LLC, a Delaware limited liability company (hereinafter "Assignee").

WHEREAS, Assignor is the record owner of all right, title and interest in and to the trademark shown below, registered with the U.S. Patent and Trademark Office on June 8, 1993 (Reg. No. 1,776,064) (the "Mark"), which has been adopted and used by Assignor and/or its authorized licensees in connection with the services identified in the registration;



WHEREAS, Assignee is an entity related to Assignor and has acquired certain assets and intellectual property relating to the business, goods and services identified by the Mark and is desirous of acquiring Assignor's entire right, title, and interest in and to the Mark, and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark, whether statutory or at common law, throughout the world together with the goodwill of the business which is symbolized by the Mark and all registrations and pending applications for registration of the Mark, in the United States of America, its states, territories and possessions, and any foreign countries, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringement.

2. Assignor acknowledges and agrees that it shall, at Assignee's sole cost and expense, promptly upon request take such reasonable actions and/or execute such documents as may be requested by Assignee to memorialize and confirm Assignee's ownership of the Mark and carry out the terms of this Assignment, including but not limited to those actions reasonably necessary to establish Assignee's ownership of record of the right, title and interest in and to the Mark and any pending trademark applications or registrations transferred under this Assignment. Assignee's failure to request the execution of further documents or assurances within a reasonable time shall not be deemed a waiver of Assignee's rights to request such documents and assurances at a later time.

3. Assignor represents and warrants that Assignor has not transferred, assigned or licensed the Mark to any party and the undersigned represents and warrants that he/she has the authority to enter into this Agreement on behalf of Assignor.

