

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421442

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USPA Marketing LLC		03/01/2017	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	United States Polo Association		
Street Address:	1400 Centrepark Blvd., Suite 200		
City:	West Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33401		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1691432	POLO	
Registration Number:	1677088		
Registration Number:	3325494	POLO MAGAZINE TV	
Registration Number:	3330344	POLO MAGAZINE TV	
CORRESPONDENCE DATA			
Fax Number:	212.451.22		
<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:	212.451.2300		
Email:	mgrieco@olshanlaw.com		
Correspondent Name:	Olshan Frome Wolosky LLP		
Address Line 1:	1325 Avenue of the Americas		
Address Line 2:	Attn: Mary L. Grieco		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Mary L. Grieco		
SIGNATURE:	/mary grieco/		
DATE SIGNED:	03/28/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

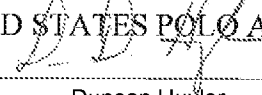
This Trademark Assignment is effective as of the 1st day of March, 2017.

WHEREAS, USPA Marketing LLC, a limited liability company organized and existing under the laws of Florida, with an address of 12300 South Shore Blvd #218, Wellington, FL 33414, United States ("Assignor"), is the owner of the registered trademarks listed on Schedule A attached hereto (the "Trademarks");

WHEREAS, United States Polo Association, a corporation organized and existing under the laws of Illinois, located and doing business at 1400 Centrepark Blvd., Suite 200, West Palm Beach, FLORIDA UNITED STATES 33401 (hereinafter referred to as "Assignee") desires to acquire the Trademarks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Trademarks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks throughout the world and any and all applications and/or registrations therefor, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

USPA MARKETING LLC
By: 
Name: SCOTT WALKER
Title: CHAIRMAN

UNITED STATES POLO ASSOCIATION
By: 
Name: Duncan Huyler
Title: CEO

SCHEDULE A
TRADEMARKS

REGISTRATIONS

<u>Country</u>	<u>Mark</u>	<u>Serial No.</u>	<u>Class</u>
United States	POLO	1691432	16
United States	Polo Player on horse with raised mallet design mark	1677088	41
United States	POLO TV MAGAZINE design mark	3325494	41
United States	POLO MAGAZINE TV	3330344	41