

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424839

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GOLDEN BELL MANAGEMENT, LLC		04/17/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	TROON GOLF, L.L.C.		
Street Address:	15044 N. Scottsdale Rd., Suite 30		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85254		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4209174	CADDIE CONCIERGE	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	602-285-5090		
Email:	jlondo@dickinsonwright.com		
Correspondent Name:	James A. Ullman		
Address Line 1:	1850 N. Central Ave., #1400		
Address Line 2:	Dickinson Wright PLLC		
Address Line 4:	Phoenix, ARIZONA 85004		
NAME OF SUBMITTER:	James A. Ullman		
SIGNATURE:	/jau/		
DATE SIGNED:	04/24/2017		
Total Attachments: 2			
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CH \$40.00 4209174

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made and effective the 17th day of April, 2017, by and between GOLDEN BELL MANAGEMENT, LLC, 320 North 1st Street #606, Jacksonville, Florida 32250 (hereinafter "ASSIGNOR") and TROON GOLF, L.L.C, 15044 North Scottsdale Road, Suite 300, Scottsdale, Arizona 85254 (hereinafter "ASSIGNEE").

RECITALS

1. ASSIGNOR owns, has adopted and is using the mark CADDIE CONCIERGE (U.S. Registration No. 4,209,174);

2. ASSIGNEE is desirous of acquiring worldwide rights to CADDIE CONCIERGE and the goodwill of the business associated therewith, as well as all of the applications and registrations therefor identified above, any domain names and rights in and to any pending actions related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR conveys, transfers, and assigns to ASSIGNEE all its right, title, and interest in and to CADDIE CONCIERGE and the federal applications and registrations therefor as identified above, together with the goodwill of the business symbolized thereby and any domain name for same.

ASSIGNOR further assigns to ASSIGNEE all rights to sue for and receive all damages occurring from current and past infringing uses of CADDIE CONCIERGE.

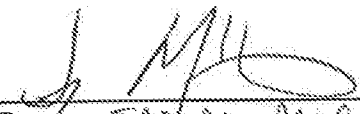
ASSIGNOR agrees that upon request by ASSIGNEE, ASSIGNOR shall execute all papers, make all rightful oaths, testify on behalf of ASSIGNEE and do all other lawful acts necessary to carry out the intent of this Assignment at ASSIGNEE's expense and request, as well as provide such other material, information, or assistance as ASSIGNEE may consider necessary.

ASSIGNOR represents and warrants that ASSIGNOR is the sole and exclusive lawful owner of all rights, title, and interest in and to CADDIE CONCIERGE; that CADDIE CONCIERGE has not been assigned or otherwise transferred, and that the ASSIGNOR has the authority and full right to make this ASSIGNMENT.

IN WITNESS WHEREOF, the ASSIGNOR hereto has executed this ASSIGNMENT as of the day and year above written.

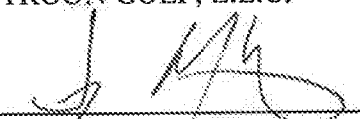
ASSIGNOR:
GOLDEN BELL MANAGEMENT, LLC

Dated: 4-17-17


By: _____
Name: JAY M. McGRATH
Title: VP & SECRETARY

ASSIGNEE:
TROON GOLF, L.L.C.

Dated: 4-17-17


By: _____
Name: JAY M. McGRATH
Title: EVP

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