

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM449111

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Collegiate Licensing Company, LLC		05/10/2017	Corporation: GEORGIA

RECEIVING PARTY DATA

Name:	IMG College Licensing, LLC
Street Address:	290 Interstate North Circle
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30339
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	5150008	CLC INSIGHTS
Registration Number:	5239189	CV
Registration Number:	4997136	SPREAD CHEER WITH COLLEGE GEAR
Registration Number:	4997134	SPREAD CHEER WITH COLLEGE GEAR
Registration Number:	4997133	HOLIDAY CHEER SECTION
Registration Number:	4997132	HOLIDAY CHEER SECTION
Registration Number:	4446389	COLLEGE COLORS
Registration Number:	4595449	ROCK YOUR COLORS
Registration Number:	4664355	ROCK YOUR COLORS
Registration Number:	4502627	CONNECTING PASSIONATE FANS TO COLLEGE BR
Registration Number:	4641636	SATURDAY RITUAL
Registration Number:	4287752	I COLLEGE HOOPS
Registration Number:	4091998	SECTION 101
Registration Number:	3221094	OFFICIALLY LICENSED COLLEGIATE PRODUCTS
Registration Number:	3190259	COLLEGE COLORS DAY
Registration Number:	3163116	COLLEGE VAULT
Registration Number:	2071504	COLLEGIATE LICENSING COMPANY CLC
Registration Number:	1891319	CLC
Registration Number:	1891318	THE COLLEGIATE LICENSING COMPANY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1578038	OFFICIALLY LICENSED COLLEGIATE PRODUCTS
CORRESPONDENCE DATA		
Fax Number:	2128087897	
<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:	212 808 7800	
Email:	trademarks@kelleydrye.com	
Correspondent Name:	Andrea L. Calvaruso	
Address Line 1:	101 Park Avenue	
Address Line 2:	27th Floor	
Address Line 4:	New York, NEW YORK 10178	
NAME OF SUBMITTER:	Patricia L. Werner	
SIGNATURE:	/patricialwerner/	
DATE SIGNED:	10/31/2017	
Total Attachments: 0		

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