

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM467747

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Partial Release of Security Interest		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jeffries Finance LLC		03/29/2018	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HERFF JONES, INC.		
<b>Street Address:</b>	HERFF JONES, INC. EXECUTIVE BUILDING 4625 WEST 62ND STREET INDIANAPOLIS		
<b>City:</b>	INDIANAPOLIS		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46268-9005		
<b>Entity Type:</b>	Corporation: INDIANA		
<b>Name:</b>	VARSITY BRANDS, LLC		
<b>Street Address:</b>	6745 LENOX CENTER COURT SUITE 300		
<b>City:</b>	MEMPHIS		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38115		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	VARSITY SPIRIT FASHIONS & SUPPLIES, LLC		
<b>Street Address:</b>	6745 LENOX CENTER COURT SUITE 300		
<b>City:</b>	MEMPHIS		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38115		
<b>Entity Type:</b>	Corporation: MINNESOTA		
<b>Name:</b>	VARSITY SPIRIT LLC		
<b>Street Address:</b>	6745 LENOX CENTER COURT SUITE 300		
<b>City:</b>	MEMPHIS		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	38115		
<b>Entity Type:</b>	Corporation: TENNESSEE		
<b>Name:</b>	BSN SPORTS, LLC		
<b>Street Address:</b>	1901 DIPLOMAT DRIVE		
<b>City:</b>	FARMERS BRANCH		

OP \$65.00 1671395

<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75234
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	allgoods LLC
<b>Street Address:</b>	912 113th St.
<b>City:</b>	Arlington
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	76011
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	American Cheerleader Media, LLC
<b>Street Address:</b>	6745 LENOX CENTER COURT SUITE 300
<b>City:</b>	MEMPHIS
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	38115
<b>Entity Type:</b>	Corporation: DELAWARE

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
<b>Registration Number:</b>	1671395	AMERICAN ASSOCIATION CHEERLEADING COACHE
<b>Registration Number:</b>	3488540	AACCA

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 6175701993  
**Email:** mwoodbury@goodwinlaw.com  
**Correspondent Name:** Maria Woodbury  
**Address Line 1:** 100 Northern Avenue  
**Address Line 4:** Boston, MASSACHUSETTS 02210

<b>NAME OF SUBMITTER:</b>	Maria Woodbury
<b>SIGNATURE:</b>	/s/ Maria Woodbury
<b>DATE SIGNED:</b>	03/29/2018

**Total Attachments: 3**

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**RELEASE OF SECURITY INTEREST  
IN UNITED STATES TRADEMARKS**

THIS RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (this “Release”) is made as of March 29, 2018 (the “Effective Date”), by Jefferies Finance LLC, in its capacity as administrative and collateral agent for the benefit of the Secured Parties (the “Agent”), in favor of allgoods LLC, Herff Jones, LLC, Varsity Brands, LLC, Varsity Spirit LLC, BSN Sports, LLC, Varsity Spirit Fashions & Supplies, LLC and American Cheerleader Media, LLC (collectively, the “Grantors”). Capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement (as defined below).

**WHEREAS**, pursuant to that certain Grant of Security Interest in United States Trademarks, dated as of December 15, 2017, by the Grantors in favor of the Agent (the “Security Agreement”), the Grantors pledged and granted to the Agent a lien on and security interest in and to all of its right, title and interest in, to and under all of the Marks of the Grantors including those trademarks specifically listed on Schedule I hereto (the trademarks identified on Schedule I hereto, the “Released Trademarks”);

**WHEREAS**, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office on December 16, 2017 at Reel 6230, Frame 0662; and

**WHEREAS**, the Agent wishes to terminate and release its lien on and security interest in and to the Released Trademarks and reassign and retransfer to the Grantor all of the Agent’s rights, title and interest in and to the Released Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent, for the benefit of the Secured Parties, hereby agrees as follows:

The Agent hereby terminates and releases its security interest in and to the Released Trademarks. If and to the extent the Agent has acquired any right, title or interest in, to or under any of the Released Trademarks, it hereby irrevocably reassigns and retransfers all such right, title and interest to the Grantor.

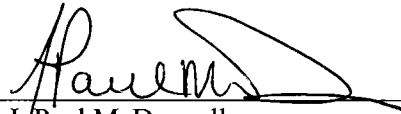
Nothing contained in this Release shall be construed as a termination, release, retransfer or reassignment of any security interest, if any, or any right, title and interest which the Agent may have in the Marks which has not been specifically identified on Schedule I hereto or any other collateral described in the Security Agreement or otherwise.

This Release and the rights and obligations of the parties hereunder shall be governed by, and shall be construed and enforced in accordance with, the laws of the State of New York without regard to conflict of laws principles thereto.

*[Signature page to follow]*


**IN WITNESS WHEREOF**, the Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date:

**JEFFERIES FINANCE LLC**, as  
Administrative Agent and Collateral

By:   
Name: J. Paul McDonnell  
Title: Managing Director

**SCHEDULE I**

**Released Trademarks**

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
	1671395	January 7, 1992
<b>AACCA</b>	3488540	August 19, 2008