900445603 04/05/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM468607

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/16/2013

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bluff Holding Company, LLC		04/02/2018	Limited Liability Company:

RECEIVING PARTY DATA

Name:	Plan Multimedia, LLC
Street Address:	5029 Highland Club Drive
City:	Marietta
State/Country:	GEORGIA
Postal Code:	30068
Entity Type:	~~Corporation: GEORGIA~~ LLC - limited liability company

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3410078	FIGHT!

CORRESPONDENCE DATA

Fax Number: 5025881987

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: 5026252887
Email: aberge@middletonlaw.com
Correspondent Name: Amy B. Berge
Address Line 1: 401 S. Fourth Street
Address Line 2: Suite 2600
Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	Amy B. Berge
SIGNATURE:	/Amy B. Berge/
DATE SIGNED:	04/05/2018

Total Attachments: 1
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OP $40.00 3410078

NUNC PRO TUNC ASSIGNMENT

WHEREAS, BLUFF HOLDING COMPANY, LLC ("Assignor"), a ~~Kentucky~~ Delaware limited liability company, owns U.S. Registration No. 3,410,078 for the mark FIGHT! (the "Registration");

WHEREAS, PLAN MULTIMEDIA, LLC ("Assignee"), a ~~Kentucky~~ Georgia limited liability company, acquired by separate agreement effective December 16, 2013 (the "Effective Date"): **(a)** the Mark; **(b)** the Registration; **(c)** all rights, title, and interest in and to the Mark and the Registration; and **(d)** all goodwill associated with and symbolized by the Mark;

WHEREAS, in addition to the agreement effective December 16, 2013, Assignor and Assignee desire to evidence the transfer of the Registration, and related rights and goodwill by this document;

NOW, THEREFORE, in consideration of the mutual promises and covenants contained in the agreement effective December 16, 2013 and this document, and for One Dollar ($1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby evidence, effective as of the Effective Date, its assignment unto Assignee of: **(a)** the Mark; **(b)** the Registration; **(c)** all rights, title, and interest in and to the Mark and the Registration; and **(d)** all goodwill associated with and symbolized by the Mark.

BLUFF HOLDING COMPANY, LLC	**PLAN MULTIMEDIA, LLC**
Name: Brad Blackwell	Name: LADD DUNWOODY
Title: Secretary	Title: PRINCIPAL
Signature:	Signature:
Date: 4/2/18	Date: 4/4/18

TRADEMARK
RECORDED: 04/05/2018 REEL: 006321 FRAME: 0650
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