

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:	LLC - Corporation GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3410078	FIGHTI	
CORRESPONDENCE DATA			
Fax Number:	5025881987		
<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:	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 ^{Delaware} Kentucky limited liability company, owns U.S. Registration No. 3,410,078 for the mark FIGHT! (the "Registration");

WHEREAS, PLAN MULTIMEDIA, LLC ("Assignee"), a ^{Georgia} Kentucky 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
Title: Secretary
Signature: [Signature]
Date: 4/2/18

Name: LADD DUNWOODY
Title: PRINCIPAL
Signature: [Signature]
Date: 4/4/18