

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM471489

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Varsity Spirit LLC		03/30/2018	Limited Liability Company: TENNESSEE
RECEIVING PARTY DATA			
Name:	American Association of Cheerleading Coaches and Administrators, Inc.		
Street Address:	6745 Lenox Center Ct		
Internal Address:	Ste 300		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38115-4300		
Entity Type:	Public Benefit Corporation: TENNESSEE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1671395	AMERICAN ASSOCIATION CHEERLEADING COACHE	
Registration Number:	3488540	AACCA	
CORRESPONDENCE DATA			
Fax Number:	2024084400		
<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:	2024084000		
Email:	docketing@finnegan.com		
Correspondent Name:	Danny M. Awdeh		
Address Line 1:	901 New York Avenue, NW		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Danny M. Awdeh		
SIGNATURE:	/Danny M. Awdeh/		
DATE SIGNED:	04/26/2018		
Total Attachments: 4			
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OP \$65.00 1671395

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made effective as of March 30, 2018 (the "*Effective Date*"), by Varsity Spirit LLC, a Tennessee limited liability corporation ("*Assignor*") and American Association of Cheerleading Coaches and Administrators, Inc., a Tennessee public benefit corporation ("*Assignee*").

RECITALS

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the trademarks and trademark registrations listed on the attached Exhibit A (the "*Trademarks*").

WHEREAS, Assignee desires to obtain all of Assignor's right, title and interest in the Trademarks according to the terms of this Assignment and the Asset Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1. Assignment. Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, the entire world-wide right, title and interest in and to the Trademarks, the goodwill of the business symbolized by the Trademarks, all registrations and applications for the Trademarks, and the right to sue for, settle or release any past, present or future infringement of the Trademarks.

Section 2. Assistance. From time to time, as and when requested by Assignee, Assignor shall execute and deliver, or cause to be executed and delivered, all such documents and instruments and shall take, or cause to be taken, all such further or other actions as Assignee may reasonably deem necessary or desirable to consummate the transactions contemplated by this Assignment, including, in the case of Assignor, executing and delivering to Assignee such assignments, deeds, bills of sale, consents and other instruments as Assignee or its counsel may reasonably request as necessary or desirable for such purpose.

Section 3. Counterparts. This Assignment may be executed in any number of original, facsimile or portable document format (pdf) counterparts, each of which when so executed and delivered shall be an original, but all of which together shall constitute one instrument.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

**AMERICAN ASSOCIATION OF
CHEERLEADING COACHES AND
ADMINISTRATORS, INC.**

VARSITY SPIRIT LLC

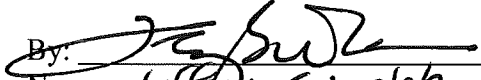
By: _____
Name: _____
Title: _____

By: John M Nichols
Name: John M Nichols
Title: EVP

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

**AMERICAN ASSOCIATION OF
CHEERLEADING COACHES AND
ADMINISTRATORS, INC.**

VARSITY SPIRIT LLC

By: 
Name: Jeffrey G. Webb
Title: President

By: _____
Name: _____
Title: _____

Exhibit A
Trademarks


Trademark:	Registration No	Registration Date:
	1671395	January 7, 1992
AACCA	3488540	August 19, 2008

Exhibit to Trademark Assignment