

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM472566

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
World Wrestling Entertainment, Inc.		04/03/2018	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alpha Entertainment LLC		
<b>Street Address:</b>	1266 East Main Street		
<b>City:</b>	Stamford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06902		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85720169	XFL	
<b>Serial Number:</b>	87288943	XFL	
<b>Serial Number:</b>	87509464	XFL	
<b>Serial Number:</b>	87192018	HE HATE ME	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4123556501		
<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>			
<b>Phone:</b>	(412) 355-6766		
<b>Email:</b>	patricia.foley@klgates.com		
<b>Correspondent Name:</b>	Christopher M. Verdini		
<b>Address Line 1:</b>	210 Sixth Avenue		
<b>Address Line 2:</b>	K&L Gates Center		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15222-2613		
<b>NAME OF SUBMITTER:</b>	Christopher M. Verdini		
<b>SIGNATURE:</b>	/Christopher M. Verdini/		
<b>DATE SIGNED:</b>	05/03/2018		
<b>Total Attachments: 1</b>			
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CONFIRMATORY TRADEMARK ASSIGNMENT


WHEREAS, World Wrestling Entertainment, Inc., a Delaware corporation ("WWE"), was the owner of all right, title and interest in the following U.S. Trademark Applications: (1) U.S. Serial No. 85/720,169; (2) U.S. Serial No. 87/288,943; (3) U.S. Serial No. 87/509,464; (4) U.S. Serial No. 87/192,018 (the "Trademarks");

WHEREAS, Alpha Entertainment LLC, a Delaware limited liability company ("Alpha") acquired all of WWE's rights, title and interest in and to the Trademarks together with the portion of the business and goodwill of the business connected with and that pertains to the Trademarks;

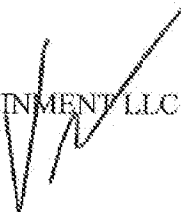
WHEREAS, the Parties desire to confirm the acquisition of the Trademarks and related goodwill for purposes of recording same in the United States Patent and Trademark Office;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by WWE, WWE confirms that, as of April 3, 2018, it has sold, assigned and transferred to Alpha, its successors and assigns, all rights, title, interest and related goodwill in and to the Trademarks, together with the portion of the business and goodwill of the business connected with and that pertains to the Trademarks as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060, and all benefits, privileges, causes of action, and the exclusive rights to (a) apply for and maintain all registrations, renewals and/or extensions thereof, (b) enforce all rights and interest in the Trademarks including, to sue for past, present, and future infringement and to collect all damages therefor for WWE's own use and benefit, and (c) grant licenses or other interests to and in the Trademarks.

WORLD WRESTLING ENTERTAINMENT, INC.

By:   
Name: L. Diere-Middleton  
Title: SVP, Assistant General Counsel - IP

ALPHA ENTERTAINMENT LLC

By:   
Name: VINCENT K. MCMAHON  
Title: OWNER