

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485795

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESPN, Inc.		07/26/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Heart of Dallas		
Street Address:	2929 Carlisle St., Suite 100		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75204		
Entity Type:	Non-Profit Organization: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4692826	HEART OF DALLAS BOWL	
CORRESPONDENCE DATA			
Fax Number:	6785534779		
<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:	678-553-4778		
Email:	atltrademark@gtlaw.com		
Correspondent Name:	Joel R. Feldman		
Address Line 1:	3333 Piedmont Rd. NE, Suite 2500		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	059106.108002		
NAME OF SUBMITTER:	Mary Martha Adkins		
SIGNATURE:	/Mary Martha Adkins/		
DATE SIGNED:	08/13/2018		
Total Attachments: 3			
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TRADEMARK AND DOMAIN NAME ASSIGNMENT

This TRADEMARK AND DOMAIN NAME ASSIGNMENT (this "Assignment") is made and dated as of July 26, 2018 (the "Effective Date"), by ESPN, Inc. ("ESPN"), a Delaware corporation, with a business address at ESPN Plaza, Bristol, CT 06010, ("Assignor"), to Heart of Dallas, an non-profit organization, with an address at 2929 Carlisle St., Suite 100, Dallas, TX 75204 ("Assignee").

WHEREAS, Assignor owns the Heart of Dallas Bowl trademark (the "Trademark") and the registration relating thereto and the heartofdallasbowl.com domain name (the "Domain Name") as identified and set forth on Schedule A attached hereto;

WHEREAS, Assignee desires to acquire from Assignor, and Assignor agrees to transfer and assign to Assignee, all of Assignor's right, title and interest in and to the Trademark and the Domain Name, together with the goodwill of the business connected with the use of and symbolized by the Trademark and Domain Name;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, covenant and agree as follows.

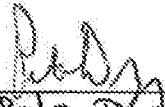
1. Assignment. Assignor hereby transfers and assigns to Assignee, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer and assignment had not been made, and Assignee hereby accepts the transfer and assignment of, (i) all of Assignor's rights, title, and interest in and to the Trademark and the Domain Name, together with the goodwill of the business connected with the use of and symbolized by the Trademark and the Domain Name, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns, and (ii) all rights of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of the Trademark and Domain Name, including the right to bring an action for past, present and future infringement, dilution, unfair competition, or other misappropriation or misuse, and all rights to recover damages, profits, attorneys' fees, and injunctive relief for infringement, dilution, unfair competition, or other misappropriation or misuse. All of the rights transferred in this paragraph are referred to herein as the "Trademark and Domain Name Rights."

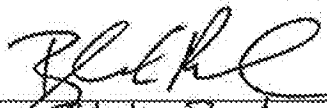
2. Further Actions. Assignor hereby consents and agrees to any lawful action taken by the Assignee in connection with the enforcement of, or the legal protection of, the Trademark and Domain Name Rights, and confers upon the Assignee full right of substitution in any and all such actions.

3. Representation. Assignor hereby represents and warrants that the information set forth in Schedule A is accurate and complete and that neither they nor, to their knowledge, any entity controlled by, controlling or under common control with the Assignor own any other trademark applications, registrations or domain names for the Heart of Dallas Bowl trademark other than those identified on Schedule A.

IN WITNESS WHEREOF, each of the parties has caused this Assignment to be duly executed and delivered as of the day and year first above written.

ESPN, Inc.

By:  8/9/13
Name: Pete D'Orsi
Title: Senior Vice President

By: 
Name: Blake Paul
Title: President

Schedule A

Identification of Trademarks and URLs

Trademark	Registration No.	Filing Date	Registration Date	Services
HEART OF DALLAS BOWL	4692826	10/12/2012	2/24/2015	Entertainment services, namely, organizing and staging an annual football game and parade

URL

Theheartofdallasbowl.com
Zaxbyheartofdallasbowl.com