

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505716

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BSN Sports, LLC		01/14/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Transfermagic Holdings, LLC		
Street Address:	6147 South Fox Chase		
City:	Pendleton		
State/Country:	INDIANA		
Postal Code:	46064		
Entity Type:	Limited Liability Company: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4175420	TRANSFERMAGIC	
Registration Number:	4175419	TRANSFERMAGIC.COM	
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, N.W.		
Address Line 2:	FINNEGAN		
Address Line 4:	Washington, D.C. 20001		
ATTORNEY DOCKET NUMBER:	14460.0118-0119		
NAME OF SUBMITTER:	Danny M. Awdeh		
SIGNATURE:	/Danny M. Awdeh/		
DATE SIGNED:	01/14/2019		
Total Attachments: 2			
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OP \$65.00 4175420

ASSIGNMENT

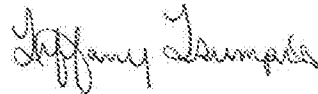
BSN Sports, LLC, a Delaware corporation with its principal place of business at 14460 Varsity Brands Way, Farmers Branch, Texas 75244 ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

Transfermagic Holdings, LLC, an Indiana Limited Liability Company with its principal place of business at 6147 South Fox Chase, Pendleton, IN 46064 ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

BSN Sports, LLC

By:



Name: TIFFANY TSUMPIS

Title: Deputy General Counsel

Date: 01/14/2019

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
TRANSFERMAGIC	4175420	July 17, 2012
TRANSFERMAGIC.COM	4175419	July 17, 2012