

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM513271

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Johnny Mac's Sporting Goods Stores, Inc.		02/11/2019	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	BSN Sports, LLC		
Street Address:	14460 Varsity Brands Way		
City:	Farmers Branch		
State/Country:	TEXAS		
Postal Code:	75244		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5421818	JOHNNY MAC'S	
CORRESPONDENCE DATA			
Fax Number:	3172317433		
<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:	3172361313		
Email:	dwong@btlaw.com		
Correspondent Name:	David A.W. Wong		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	66289-7		
NAME OF SUBMITTER:	David A.W. Wong		
SIGNATURE:	/dwong/		
DATE SIGNED:	03/07/2019		
Total Attachments: 2			
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source=Johnny Mac's to BSN - Trademark Assignment#page2.tif			

OP \$40.00 5421818

ASSIGNMENT

Johnny Mac's Sporting Goods Stores, Inc., a Missouri Corporation with its principal place of business at 10100 Watson Road, St. Louis, Missouri 63127 ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark registration therefor ("the Trademark").

BSN Sports, LLC, a Delaware Limited Liability Company with its principal place of business at 14460 Varsity Brands Way, Farmers Branch, Texas 75244 ("Assignee"), wishes to acquire the Trademark.

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

Johnny Mac's Sporting
Goods Stores, Inc.

By: Robert J. McArthur

Name: Bob McArthur

Title: Pres / CEO

Date: _____

EXHIBIT A

MARK

REG. NO.

REG. DATE

JOHNNY MAC'S

5,421,818

March 13, 2018