

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM685519

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PGC/Glazier Clinics, LLC		08/05/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Key5 Coaching LLP		
Street Address:	1928 Arlington Blvd Ste 300		
City:	CHARLOTTESVILLE		
State/Country:	VIRGINIA		
Postal Code:	22901		
Entity Type:	Limited Partnership: VIRGINIA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3297552	BETTER BASKETBALL	
Registration Number:	3297553	BETTER BASKETBALL	
Registration Number:	3312016	BB BETTER BASKETBALL	
Registration Number:	4953314	CREATORS OF THE POSITIONLESS BASKETBALL	
Registration Number:	4953313	CREATORS OF THE POSITIONLESS BASKETBALL	
Registration Number:	4627362	BB	
Registration Number:	4571137	BB	
Registration Number:	4514692	DYNAMIC DEFENSE	
Registration Number:	4514653	DYNAMIC DEFENSE	
Registration Number:	4038059	RR	
Registration Number:	3996380	READ & REACT OFFENSE	
Registration Number:	3930882	READ & REACT OFFENSE	
Registration Number:	4571273	COACHFIT	
Registration Number:	4571272	COACHFIT	
Registration Number:	3306834	BB BETTER BASKETBALL	
CORRESPONDENCE DATA			
Fax Number:			
<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>			

CH \$390.00 3297552

Phone: 2626326900
Email: trademarks@janlaw.com
Correspondent Name: Jansson Munger McKinley & Kirby Ltd.
Address Line 1: 4061 N. Main Street, Suite 200
Address Line 4: Racine, WISCONSIN 53402

NAME OF SUBMITTER: John E. Munger

SIGNATURE: /John E. Munger/

DATE SIGNED: 11/03/2021

Total Attachments: 5

source=KEY5 Assignment#page1.tif

source=KEY5 Assignment#page2.tif

source=KEY5 Assignment#page3.tif

source=KEY5 Assignment#page4.tif

source=KEY5 Assignment#page5.tif

ASSIGNMENT

This Agreement is effective August 5, 2021, by and between PGC/Glazier Clinics, LLC, a Colorado Limited Liability Company with an address at 1880 Office Club Pointe, Suite 2480, Colorado Springs, Colorado 80920 (hereinafter "Assignor") and Key5 Coaching LLP, a Virginia limited liability partnership with an address at 1928 Arlington Blvd Ste 300, Charlottesville, Virginia 22901 (hereinafter "Assignee").

WHEREAS, Assignor has adopted and used the trademarks shown on Exhibit A attached hereto and made a part hereof in at least the United States and Assignor is the owner of all worldwide right, title and interest in and to the trademarks and copyrights shown on Exhibit A, including the registrations listed on Exhibit A, and all common law rights in said trademarks including ownership by assignment with the assignment being recorded at the U.S. Patent & Trademark Office at reel/frame 6092/0196 and at the U.S. Copyright Office at Volume 9949 Doc. No. 481;

WHEREAS, Assignor desires to assign, and Assignee desires to acquire all worldwide right, title and interest in and to the trademarks and copyrights shown on Exhibit A including all of the trademark and copyright registrations, and common law rights in said trademarks, together with the goodwill of the business symbolized by said trademarks, it being understood that 11 of the 15 trademark registrations listed on Exhibit A are no longer live;

NOW THEREFORE, for the amount of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has agreed to sell, convey, transfer, assign, and deliver and by these presents does hereby sell, convey, transfer, assign, and deliver unto Assignee, its successors and assigns the entire worldwide right, title, and interest in, to, and under the trademarks and copyrights shown on Exhibit A attached hereto and made a part hereof, including all of the listed trademark and copyright registrations, and common law rights and foreign rights in said trademarks, together with the goodwill of the business symbolized by the trademarks shown on Exhibit A, and all rights to sue and recover for any past infringements of said trademarks and copyrights, the same to be held and enjoyed by the said Assignee for its own use and behalf and for its successors and assigns.

Assignor shall, upon the reasonable request of Assignee and at the Assignee's expense, execute and deliver such additional documents as may be necessary or convenient for the purpose of evidencing or perfecting any rights or interests arising under this Agreement.

This Agreement fully and completely divests Assignor of any and all worldwide right, title and interest in, to and under the aforesaid trademarks and copyrights and the related business. Assignor will not adopt any trademarks marks similar to those on Exhibit A in the future.

This Agreement may be signed using one or more counterparts, each of which when signed shall be deemed to be an original and all of which when taken together shall constitute one and the same agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed effective as of the date above.

ASSIGNOR:


PGC/Glazier Clinics, LLC

By: Christopher Coughlin, Manager

Date: August 5, 2021

ASSIGNEE:

Key5 Coaching LLP



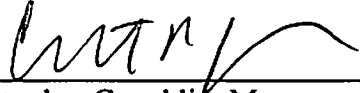
By: Mano Watsa, President

Date: August 5, 2021

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed effective as of the date above.

ASSIGNOR:

PGC/Glazier Clinics, LLC



By: Christopher Coughlin, Manager

Date: August 5, 2021

ASSIGNEE:

Key5 Coaching LLP

By: Mano Watsa, President

Date: August 5, 2021

EXHIBIT A**Trademarks Including Registrations And
Common Law Trademark Rights**

No.	Trademark	Country	Trademark Registration Number and Registration Status (LIVE or DEAD)
1	BETTER BASKETBALL	United States	3,297,552 (DEAD)
2	BETTER BASKETBALL	United States	3,297,553 (DEAD)
3	BETTER BASKETBALL and Design	United States	3,312,016 (DEAD)
4	CREATORS OF THE POSITIONLESS BASKETBALL SYSTEM	United States	4,953,314 (LIVE)
5	CREATORS OF THE POSITIONLESS BASKETBALL SYSTEM	United States	4,953,313 (LIVE)
6	BB & Design	United States	4,627,362 (LIVE)
7	BB & Design	United States	4,571,137 (LIVE)
8	DYNAMIC DEFENSE	United States	4,514,692 (DEAD)
9	DYNAMIC DEFENSE	United States	4,514,653 (DEAD)
10	RR & Design	United States	4,038,059 (DEAD)
11	READ & REACT OFFENSE	United States	3,996,380 (DEAD)
12	READ & REACT OFFENSE	United States	3,930,882 (DEAD)
13	COACHFIT & Design	United States	4,571,273 (DEAD)
14	COACHFIT	United States	4,571,272 (DEAD)
15	BETTER BASKETBALL and Design	United States	3,306,834 (DEAD)

Copyrights

No.	Title of Copyright	Country	Copyright Registration Number
1	Better Basketball-Better Post Play (Motion Picture)	United States	PA 1-280-448
2	Better Shooting (Publication)	United States	TXu 1-316-312
3	Better Basketball-Better 1 on 1 Offense (Motion Picture)	United States	PA 1-295-051
4	Scoring Without the Ball (Motion Picture)	United States	PA 1-366-950
5	Better Basketball-Better Shooting (Motion Picture)	United States	PA 1-280-446
6	Better Basketball-Better Ball Handling (Motion Picture)	United States	PA 1-280-445
7	Better Basketball-Better 1 on 1 Defense (Motion Picture)	United States	PA 1-280-444
8	Better Basketball-Better Passing (Motion Picture)	United States	PA 1-280-447
9	60 Drills for the Read & React : 3 Levels of Training	United States	PA 1-699-690
10	Better Ball Handling Train with almost 200 drills and 30 workouts	United States	PA 1-744-932
11	Better basketball – Better post play & 7 other titles	United States	V358-D795
12	Better Basketball offensive system	United States	TXu 6-268-172
13	Better Free Throws	United States	PA 1-675-878
14	Better Shooting 2	United States	PA 1-591-191
15	Read and React Offense	United States	PA 1-630-425