

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM711021

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Allied Advertising Limited Partnership		02/23/2022	Limited Partnership: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Allied Sports, LLC		
Street Address:	55 Cambridge Parkway		
City:	Cambridge		
State/Country:	MASSACHUSETTS		
Postal Code:	02142		
Entity Type:	Limited Liability Company: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6648044	SPONSOR TO STORYTELLER	
CORRESPONDENCE DATA			
Fax Number:	4018618210		
<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:	401-861-8200		
Email:	trademark@psh.com		
Correspondent Name:	John E. Ottaviani		
Address Line 1:	40 Westminster St., Suite 1100		
Address Line 4:	Providence, RHODE ISLAND 02903		
NAME OF SUBMITTER:	John E. Ottaviani		
SIGNATURE:	/jeo/		
DATE SIGNED:	02/28/2022		
Total Attachments: 3			
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source=Assignment of Trademarks --- Allied Advertising to Allied Sports (February 2022)#page2.tif			
source=Assignment of Trademarks --- Allied Advertising to Allied Sports (February 2022)#page3.tif			

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("Assignment") is made as of February __, 2022, by Allied Advertising Limited Partnership, a Massachusetts limited partnership having an address at 55 Cambridge Parkway, Cambridge, MA 02142 ("Assignor"), in favor of Allied Sports, LLC, a Massachusetts limited liability company having an address at 55 Cambridge Parkway, Cambridge, MA 02142 ("Assignee").

RECITALS

WHEREAS, Assignor desires to sell, assign, transfer, convey and deliver to Assignee, all of Assignor's right, title and interest in, to and under its trademarks, service marks and trade names, and any applications in connection therewith, including without limitation, those set forth on Schedule A attached hereto (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire, and Assignor is willing to convey to Assignee, Assignor's entire right, title and interest in, to and under the Trademarks, all goodwill associated therewith, and all common law rights therein,

NOW, THEREFORE, in consideration of the foregoing premises and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby agrees as follows:

1. Assignor hereby sells, assigns and transfers to Assignee all of the right, title and interest of Assignor in, to and under the Trademarks including all common law rights, together with the goodwill symbolized by and associated with the Trademarks, and all registrations relating to the Trademarks, for Assignee's own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties, fees and payments now or hereafter due or payable in respect of the Trademarks, and the right to file any action and recover damages by reason of infringement, misappropriation or other unauthorized use of said Trademarks, with the right to sue for, and collect same for its own use and behalf, and for the use and behalf of its successors, assigns, or other legal representatives.

2. Assignor hereby authorizes and requests the duly authorized officials of any applicable jurisdiction to take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any trademark registrations on Schedule A to Assignee, its successors and assigns.

3. Assignor hereby agrees that it will, at any time upon request, without further compensation, execute, acknowledge and deliver any and all documents, instruments and agreements that in the reasonable opinion of the Assignee may be necessary or desirable to secure to said Assignee the full right, title and interest in, to and under the Trademarks and the rights, privileges, benefits and goodwill associated therewith.

4. THIS ASSIGNMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE COMMONWEALTH OF MASSACHUSETTS.

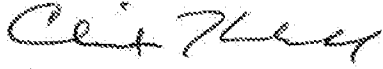
5. This Assignment may be executed via facsimile or pdf.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be duly executed, to be effective as of the first date above written.

Assignor:

ALLIED ADVERTISING LIMITED
PARTNERSHIP

By: AALP, INC., General Partner

By: 
Name: Clint Kendall
Title: CEO

SCHEDULE A TO ASSIGNMENT OF TRADEMARKS

<u>Mark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
SPONSOR TO STORYTELLER	6648044	February 15, 2022

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