

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM749298

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Memphis Redbirds, LLC		12/30/2021	Limited Liability Company: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DBH Memphis, LLC		
<b>Street Address:</b>	11 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2257189	ROCKEY THE ROCKIN' REDBIRD	
<b>Registration Number:</b>	3530703	M	
<b>Registration Number:</b>	2256687	MEMPHIS	
<b>Registration Number:</b>	5672838	M	
<b>Registration Number:</b>	6172809	NACHO AVERAGE TUESDAY	
<b>Registration Number:</b>	4295465	MEMPHIS CHICKS	
<b>Registration Number:</b>	5156277	M	
<b>Registration Number:</b>	5156278	MEMPHIS CHICKS	
<b>Serial Number:</b>	90638611	MAYO MAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125750671		
<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>			
<b>Phone:</b>	2127909200		
<b>Email:</b>	trademark@cll.com		
<b>Correspondent Name:</b>	Jeffrey Chery		
<b>Address Line 1:</b>	Cowan, Liebowitz & Latman, P.C.		
<b>Address Line 2:</b>	114 WEST 47TH STREET		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10036		

OP \$240.00 2257189

<b>NAME OF SUBMITTER:</b>	Jeffrey Chery
<b>SIGNATURE:</b>	/Jeffrey Chery/
<b>DATE SIGNED:</b>	08/17/2022
<b>Total Attachments: 3</b> source=DBH Memphis Assignment#page1.tif source=DBH Memphis Assignment#page2.tif source=DBH Memphis Assignment#page3.tif	

**ASSIGNMENT**

WHEREAS, Memphis Redbirds, LLC a limited liability company organized and existing under the laws of the state of Missouri, and having a place of business at 198 Union Avenue, Memphis, Tennessee 38103, and doing business as the Memphis Redbirds (“Assignor”), is the owner of all right, title, and interest in and to the trademarks listed in Exhibit A attached hereto (the “Marks”); and

WHEREAS, DBH Memphis, LLC, a limited liability company organized and existing under the laws of the state of Delaware, and having a place of business at 11 Madison Avenue, New York, New York 10010 (“Assignee”), wishes to acquire any and all rights Assignor has in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee, all right, title, and interest in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all of Assignor’s right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent that such evidence is in the possession or control of Assignor.

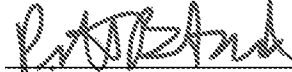
IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 30<sup>th</sup> day of December, 2021.

MEMPHIS REDBIRDS, LLC

\_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed  
this 30 day of December, 2021.

MEMPHIS REDBIRDS, LLC



Name: Peter B. Freund  
Title: Manager

EXHIBIT A

Mark	Serial No.	Registration No.
ROCKY THE ROCKIN' REDBIRD	75493832	2257189
 M	77441782	3530703
 MEMPHIS	75401926	2256687
 M	87798537	5672838
NACHO AVERAGE TUESDAY  NACHO AVERAGE TUESDAY	88620968	6172809
MEMPHIS CHICKS  MEMPHIS CHICKS	85668203	4295465
 M	87210283	5156277
<b>MEMPHIS</b> <b>CHICKS</b> MEMPHIS CHICKS	87210331	5156278
MAYO MAN  MAYO MAN	90638611	-