

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM859335

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PEGULA SPORTS & ENTERTAINMENT, LLC		12/01/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	HOCKEY WESTERN NEW YORK, LLC		
Street Address:	One Seymour H Knox III Plaza		
City:	Buffalo		
State/Country:	NEW YORK		
Postal Code:	14203		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4839691	ONE BUFFALO	
Registration Number:	4909663	ONE BUFFALO	
Registration Number:	5186991	ONE BUFFALO	
Registration Number:	5219154	ONE BUFFALO	
Registration Number:	5219155	ONE BUFFALO	
Registration Number:	5263831	ONE BUF	
Registration Number:	5299605	ONE BUF	
Registration Number:	5306999	ONE BUFFALO	
Registration Number:	5419064	THE INSTIGATORS	
Registration Number:	5591332	PICSIX CREATIVE	
Registration Number:	5670904	MY ONE BUFFALO	
Registration Number:	6980535	ONE	
Registration Number:	7121200	ONE	
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>			
Phone:	7168443768		
Email:	adowney@hselaw.com		

CH \$340.00 4839691

Correspondent Name: Anne F. Downey
Address Line 1: 50 Fountain Plaza
Address Line 2: Suite 1000
Address Line 4: Buffalo, NEW YORK 14202

NAME OF SUBMITTER: Anne F. Downey

SIGNATURE: /afd/

DATE SIGNED: 12/07/2023

Total Attachments: 2







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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Agreement") is entered into as of December 1, 2023 (the "Effective Date") by and between **PEGULA SPORTS & ENTERTAINMENT, LLC**, a Delaware limited liability company with an address at One Seymour H Knox III Plaza, Buffalo NY 14203 ("Assignor"), and **HOCKEY WESTERN NEW YORK, LLC**, a New York limited liability company with an address at One Seymour H Knox III Plaza, Buffalo NY 14203 ("Assignee").

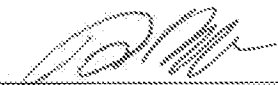
WHEREAS, Assignor owns all right, title and interest in and to the following trademarks (the "Trademarks") and the registrations listed below (the "Registrations"):

Trademark	Reg No./App. No.	Reg. Date
ONE BUFFALO	Reg. 4839691	October 27, 2015
ONE BUFFALO 	Reg. 4909663	March 1, 2016
ONE BUFFALO	Reg. 5186991	April 18, 2017
ONE BUFFALO	Reg. 5219154	June 6, 2017
ONE BUFFALO 	Reg. 5219155	June 6, 2017
ONE BUF	Reg. 5263831	August 15, 2017
ONE BUF 	Reg. 5299605	October 3, 2017
ONE BUFFALO 	Reg. 5306999	October 10, 2017
THE INSTIGATORS	Reg. 5419064	March 6, 2018
PICSIX CREATIVE	Reg. 5591332	October 23, 2018
MY ONE BUFFALO	Reg. 5670904	February 5, 2019
ONE 	Reg. 6980535	February 14, 2023
ONE 	Reg. 7121200	July 25, 2023

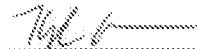
AND WHEREAS, the parties have reached an agreement whereby Assignor will assign to Assignee all of Assignor's right, title, and interest in and to the Trademarks, Registrations, and the goodwill of Assignor's business symbolized by the Trademarks, and Assignee will assume ownership thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows: (1) Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks, the Registrations, and the goodwill of Assignor's business symbolized by the Trademarks, including without limitation all versions and variations of the Trademarks used by Assignor and all logo designs related to the Trademarks, as well as the right to sue for and recover damages with respect to any and all past, present and future infringements of the Trademarks, and (2) Assignee hereby assumes ownership of the Trademarks, Registrations and related goodwill as of the Effective Date.

ASSIGNOR:
PEGULA SPORTS & ENTERTAINMENT, LLC

By: 
Print Name and Title: DAVID ZIEGLER V.P. Legal Affairs

ASSIGNEE:
HOCKEY WESTERN NEW YORK, LLC

By: 
Print Name and Title: J.P. FFA