

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM864492

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rookie Road, Inc.		12/17/2023	Corporation:
RECEIVING PARTY DATA			
Name:	Digital Sports Holdings LLC		
Street Address:	2-212 Center for Science and Technology		
City:	Syracuse		
State/Country:	NEW YORK		
Postal Code:	13244		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	6420804	ROOKIE ROAD	
Registration Number:	6428718	ROOKIE ROAD	
Registration Number:	5475869	ROOKIE ROAD	
Registration Number:	5590298	R	
Registration Number:	5590467	ROOKIE ROAD	
CORRESPONDENCE DATA			
Fax Number:	9712718021		
<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:	9712718020		
Email:	trademarks@mccrus.com		
Correspondent Name:	B. Anna McCoy		
Address Line 1:	1410 NW Johnson Street		
Address Line 2:	Suite 201		
Address Line 4:	Portland, OREGON 97209		
NAME OF SUBMITTER:	B. Anna McCoy		
SIGNATURE:	/B. Anna McCoy/		
DATE SIGNED:	12/28/2023		
Total Attachments: 4			

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ASSIGNMENT

12/17/2023

This Assignment, dated effective _____, is by and between Rookie Road, Inc. (hereinafter "Assignor"), a corporation organized and existing under the laws of Delaware, located and doing business at 2-212 Center for Science and Technology, Syracuse, New York 13244 and Digital Sports Holdings LLC (hereinafter "Assignee"), a limited liability company organized and existing under the laws of Delaware, located and doing business at 2-212 Center for Science and Technology, Syracuse, New York 13244.

WHEREAS, Assignor is the owner of the trademarks shown in Schedule A, the copyrights shown in Schedule B, and the websites and related domains shown in Schedule C, including all of the content presented on each website.

WHEREAS, Assignor desires to transfer to Assignee the trademarks, copyrights, and websites/domains, including all of the content presented on each website, and Assignee desires to acquire the trademarks, copyrights, and websites/domains, including all of the content presented on each website.

NOW THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title, and interest in and to the trademarks, copyrights, and websites/domains shown in the schedules, including all of the content presented on each website, together with the goodwill of the business connected with the use of and symbolized by the trademarks. Assignor agrees to cooperate and sign all documents necessary to carry out the intent of this Agreement, including all documents necessary to record the assignment with the local trademark and copyright offices.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed on this ____ day of November 2023.

Assignor:

Assignee:

Rookie Road, Inc.:

DocuSigned by:

MICHAEL GURSHA

Signature: _____

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Printed Name: _____

MICHAEL GURSHA

Title: _____

CEO

Date: _____

12/17/2023

Digital Sports Holdings LLC:

DocuSigned by:

MICHAEL GURSHA

Signature: _____

87BBCF605C014DD...

Printed Name: _____

MICHAEL GURSHA


Title: _____

President

Date: _____

12/17/2023

SCHEDULE A – Trademarks

<i>Mark</i>	<i>Jurisdiction</i>	<i>App. No.</i>	<i>Filing Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>
ROOKIE ROAD	Australia	2333808	2/10/2023	2333808	9/18/2023
ROOKIE ROAD	Canada	1996466	11/18/2019		
ROOKIE ROAD	European Union	18174756	1/3/2020	18174756	5/22/2020
ROOKIE ROAD	United Kingdom	UK00918174756	1/3/2020	UK00918174756	5/22/2020
ROOKIE ROAD	India	5842284	3/10/2023		
ROOKIE ROAD	Philippines	42023503309	2/13/2023		
ROOKIE ROAD	United States	88/690,758	11/13/2019	6,420,804	7/13/2021
ROOKIE ROAD	United States	88/187,056	11/8/2018	6,428,718	7/20/2021
ROOKIE ROAD	United States	86/659,425	6/11/2015	5,475,869	5/22/2018
	United States	87/844,353	3/21/2018	5,590,298	10/23/2018
<i>rookie road</i>	United States	87/957,556	6/11/2018	5,590,467	10/23/2018

SCHEDULE B – Copyrights

Copyright No.	Filing Date	Status
TX 9-114-283	March 1, 2022	Registered
TX 9-115-958	March 1, 2022	Registered
TX 9-114-285	March 1, 2022	Registered
TX 9-114-276	March 1, 2022	Registered
TX 9-114-288	March 1, 2022	Registered
TX 9-148-715	July 8, 2022	Registered
TX 9-221-773	February 3, 2023	Registered

SCHEDULE C – Websites/Domains

- <http://www.rookieroad.com>
- <http://www.rookie-road.com>
- <http://www.rookie-roads.com>
- <http://www.rookieroads.com>
- <http://www.wwwrookieroad.com>
- <http://www.rookieroad.net>
- <http://www.rookieroad.org>
- <http://www.rookieroad.app>
- <http://www.rookieroad.biz>
- <http://www.rookieroad.club>
- <http://www.rookieroad.co>
- <http://www.rookieroad.co.uk>
- <http://www.rookieroad.dev>
- <http://www.rookieroad.info>
- <http://www.rookieroad.io>
- <http://www.rookieroad.live>
- <http://www.rookieroad.me>
- <http://www.rookieroad.mobi>
- <http://www.rookieroad.shop>
- <http://www.rookieroad.tv>
- <http://www.rookieroad.uk>
- <http://www.rookieroad.us>
- <http://www.rookieroad.xyz>