



To the Honorable Commissioner of Patents and Trademarks

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101868262

1. Name of conveying party(ies):
 World Championship Wrestling, Inc.
 a Georgia corporation
 located and doing business at
 One CNN Center
 Atlanta, GA 30303

Individual
 General Partnership
 Corporation - Georgia
 Other _____



10/03/01

WCW, Inc.
 a Delaware corporation
 located and doing business at
 1241 East Main Street
 Stamford, CT 06902

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment
 Security Agreement
 Other _____

Merger
 Change of name

Execution Date: October 1, 2001

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached? Yes No
 (designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes X No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark Registration No.(s)
 2,232,114

Additional numbers attached? Yes X No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Renée L. Duff, Esq.

Internal Address: World Wrestling Federation Entertainment, Inc. - Legal Affairs Department

Street Address: 1241 East Main Street

City: Stamford State: CT ZIP: 06902

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

Enclosed

Authorized to be charged to deposit account.

8. Deposit account number:
50-0450

(Attach duplicate copy of this page if paying by deposit account)

10/09/2001 DBYRNE 00000074 500450 2232114
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DO NOT USE THIS SPACE

9. Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Renée L. Duff
 Name of Person Signing

Renée L. Duff
 Signature

October 2, 2001
 Date

Total number of pages including cover sheet: 6

OMB No. 0651-0011

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK ASSIGNMENT

WHEREAS, World Championship Wrestling, Inc., a corporation organized and existing under the laws of the state of Georgia, located and doing business at One CNN Center, Atlanta, Georgia 30303 (hereinafter referred to as "Assignor"), is the record owner of the trademark WCW for clothing, namely, T-shirts, sweatshirts, shorts, sweatpants, boxer shorts, pajamas, socks, ties, jackets, and hats in International Class 25 which is registered in the United States Patent and Trademark Office, under Registration No. 2,232,114, issued on March 16, 1999 (hereinafter referred to as " the Mark"); and

WHEREAS, WCW, Inc., a corporation organized and existing under the laws of the state of Delaware, located and doing business at 1241 East Main Street, Stamford, CT 06902 (hereinafter referred to as "Assignee"), desires to acquire the marks and the registrations thereof, together with the goodwill of the business symbolized by the Mark;

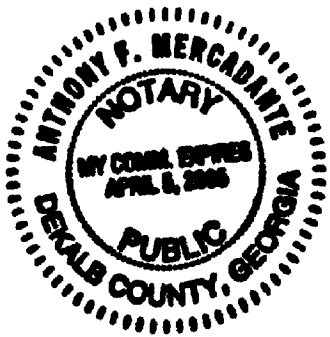
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or common law, in and to the Mark, together with the good will of the business symbolized by the Mark, in the United States of America, its territories and possessions, and throughout the world, including but not limited

to the Mark, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

The Commissioner of Patents and Trademarks is requested to record the assignment to said Assignee.

Dated: Atlanta, Georgia
This 1st day of October 2001

World Championship
Wrestling, Inc.



By: Jennifer J. Elgin
Jennifer L. Elgin
Assistant Secretary

A handwritten signature in cursive script, appearing to read "Anthony F. Mercadante".