

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/11/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Michael Jordan		10/11/2007	Individual: UNITED STATES

RECEIVING PARTY DATA

Name:	Jump 23, Inc.
Street Address:	676 North Michigan Avenue, Suite 2930
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1487719	MICHAEL JORDAN
Registration Number:	2576389	MICHAEL JORDAN'S - THE STEAK HOUSE
Serial Number:	77201769	MICHAEL JORDAN'S - THE STEAK HOUSE

CORRESPONDENCE DATA

Fax Number: (312)258-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-258-5641
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 Correspondent Name: Jeanette S. Zimmer
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ATTORNEY DOCKET NUMBER:	29337-0001
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NAME OF SUBMITTER:	Jeanette S. Zimmer
Signature:	/Jeanette S. Zimmer/
Date:	10/25/2007
Total Attachments: 1 source=ASSIGNMENT Michael Jordan to Jump 23 Inc#page1.tif	

ASSIGNMENT

WHEREAS, Michael Jordan, a United States individual ("ASSIGNOR"), is the owner of the following United States trademark Registrations and Application:

TRADEMARK	REG. NO./SER.NO.	REG. DATE/FILING DATE
MICHAEL JORDAN	1,487,719	May 10, 1988
MICHAEL JORDAN'S - THE STEAK HOUSE	2,576,389	June 4, 2002
MICHAEL JORDAN'S - THE STEAK HOUSE	77/201,769	June 8, 2007

WHEREAS, Jump 23, Inc., an Illinois corporation having an address at 676 North Michigan Avenue, Suite 2930, Chicago, IL 60611 ("ASSIGNEE"), is desirous of acquiring said mark and the registration therefore, together with the goodwill of the business associated therewith;

The above-identified application was filed based on ASSIGNOR's *bona fide* intent to use the mark in commerce in connection with: "Clothing, namely, hats, socks, boxer shorts, t-shirts, sweatshirts, sports jerseys, sweatpants, shirts, night shirts, golf shirts, pajamas, robes, athletic shoes, slippers, jackets, sweaters and shorts."

ASSIGNEE is the successor, by separately documented assignment, to the portion of the on-going and existing business to which the Application pertains, and in connection with which ASSIGNOR has a *bona fide* intent to use the mark, and in connection with which ASSIGNEE similarly has a *bona fide* intent to use the mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer, convey and deliver to ASSIGNEE: (1) all right, title and interest in and to said marks and the Application and Registrations, together with the goodwill of the business symbolized by said marks, Application and Registrations, and all common law rights in any manner associated therewith; (2) the right to bring and maintain all causes of actions (either in law or in equity) based on the mark, Application and Registrations, including the right to sue, counterclaim and recover any past or future infringement of the mark, Application and Registrations; and (3) all income, royalties, damages and payments that are due or payable with respect to the mark, Application or Registrations.

Date: October 11, 2007

By: _____


Michael Jordan

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