

**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
Jump, Inc.		10/11/2007	CORPORATION: ILLINOIS

**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: 1**

Property Type	Number	Word Mark
Registration Number:	1997261	MICHAEL JORDAN'S

**CORRESPONDENCE DATA**

Fax Number: (312)258-5700  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-258-5641  
 Email: trademarks@schiffhardin.com  
 Correspondent Name: Jeanette S. Zimmer  
 Address Line 1: Schiff Hardin LLP  
 Address Line 2: PO Box 06079  
 Address Line 4: Chicago, ILLINOIS 60606-0079

ATTORNEY DOCKET NUMBER:	29337-0001
NAME OF SUBMITTER:	Jeanette S. Zimmer
Signature:	/Jeanette S. Zimmer/

CH \$40.00 1997261

Date:

10/25/2007

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Jump, Inc. ("ASSIGNOR") is the owner of the following United States trademark registration:

<b>TRADEMARK</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
MICHAEL JORDAN'S	1,997,261	August 27, 1996

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 marks and the applications for registration therefore, together with the goodwill of the business associated therewith;

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 mark and the Registration, together with the goodwill of the business symbolized by said mark and Registration, 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 and Registration, including the right to sue, counterclaim and recover any past or future infringement of the mark and Registration; and (3) all income, royalties, damages and payments that are due or payable with respect to the mark or Registration.

Jump, Inc.

Date: October 11, 2007

By:  \_\_\_\_\_

Name: Curtis Polk

Title: Vice President, Treasurer and  
Assistant Secretary

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