

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jump Higher, L.L.C.		02/06/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78805934	MICHAEL JORDAN 23 SPORTCAFE
Serial Number:	78805929	MICHAEL JORDAN 23 SPORTCAFE
Serial Number:	78805922	MICHAEL JORDAN'S STEAK HOUSE
Serial Number:	78805906	MICHAEL JORDAN'S STEAK HOUSE
Serial Number:	78805917	MICHAEL JORDAN'S STEAK HOUSE
Registration Number:	2598522	23
Registration Number:	2547960	23

CORRESPONDENCE DATA

Fax Number: (312)258-5600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-5657
 Email: trademarks@schiffhardin.com
 Correspondent Name: Clay A. Tillack

OP \$190.00 78805934

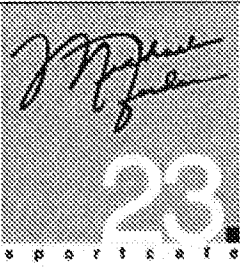

Address Line 1: Schiff Hardin LLP
Address Line 2: P.O. Box 06079
Address Line 4: Chicago, ILLINOIS 60606-0079

ATTORNEY DOCKET NUMBER:	JUMP 23, INC. /29337-0001
NAME OF SUBMITTER:	Clay A. Tillack
Signature:	/Clay A. Tillack/
Date:	03/11/2008

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Jump Higher, L.L.C., a Delaware limited liability company ("ASSIGNOR"), is the owner of the following pending trademark applications in the U.S. Patent and Trademark Office, for which Amendments to Allege Use were recently filed in Class 30:

TRADEMARK	SERIAL/REG. NO.	FILING /REG. DATE
	78805934 (Class 43)	February 2, 2006
MICHAEL JORDAN 23 SPORTCAFE	78805929 (Class 43)	February 2, 2006
	78805922 (Class 43)	February 2, 2006
MICHAEL JORDAN'S STEAK HOUSE	78805906 (Class 30)	February 2, 2006
MICHAEL JORDAN'S STEAK HOUSE	78805917 (Class 43)	February 2, 2006
23	U.S. Reg. No. 2598522	July 23, 2002
23	U.S. Reg. No. 2547960	March 12, 2002

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

Date: 3.11, 2008

Jump Higher, L.L.C.

By: 

Name: DAVID RUZNIKOFF

Title: CEO

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