

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ultimate Brand Management, LLC		01/28/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Treo Holdings, LLC
Street Address:	576 Georgesville Road
City:	Columbus
State/Country:	OHIO
Postal Code:	43215
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	77196572	CAGE FIGHTER
Serial Number:	77697998	CF
Serial Number:	85040880	CAGE FIGHTER
Serial Number:	85040894	CAGE FIGHTER
Serial Number:	85071139	CF WRESTLING
Serial Number:	85068079	CAGE FIGHTER
Serial Number:	85068091	CAGE FIGHTER
Serial Number:	85146635	CAGE FIGHTER
Serial Number:	85146669	CAGE FIGHTER

CORRESPONDENCE DATA

Fax Number: (937)443-6635
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 937-443-6958
 Email: trademarks@thompsonhine.com

900184370

**TRADEMARK
 REEL: 004481 FRAME: 0827**

OP \$240.00 77196572

Correspondent Name: Theodore D. Lienesch
Address Line 1: P.O. Box 8801
Address Line 4: Dayton, OHIO 45401-8801

ATTORNEY DOCKET NUMBER: 076169-003

NAME OF SUBMITTER: Theodore D. Lienesch

Signature: /theodore d lienesch/

Date: 02/17/2011

Total Attachments: 10

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P. 06

CAGE FIGHTER TRADEMARK ASSIGNMENT

This Trademark Assignment is being entered into, effective January 28, 2011, by and between:

- 1. Ultimate Brand Management, LLC, a Delaware limited liability company having an address of 6565 E. Washington Blvd., Commerce, California 90040 (hereinafter ASSIGNOR);

and

- 2. Treo Holdings, LLC, an Ohio limited liability company having an address of 576 Georgesville Road, Columbus, Ohio 43215 (hereinafter ASSIGNEE).

RECITALS

A. Whereas ASSIGNOR and ASSIGNEE have entered into a Trademark Assignment and Assumption Agreement effective as of January 28, 2011 which, among other things assigned the trademark applications and registrations identified on Schedule A, attached hereto (the "Marks"); and,

B. The ASSIGNOR and ASSIGNEE desire to have the assignment of the Marks recorded in the respective trademark offices.

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. ASSIGNOR hereby acknowledges the assignment of, and does hereby assign, the Marks identified on Schedule A and including the goodwill associated therewith, all pursuant to and consistent with the above-identified Trademark Assignment and Assumption Agreement.

2. Pursuant to the Trademark Assignment and Assumption Agreement, ASSIGNOR will cooperate with ASSIGNEE in the recording of the assignments in the respective governmental offices.

3. This Agreement is executed by the parties below.

Ultimate Brand Management, LLC

Treo Holdings, LLC

✓ By: _____

By: _____

Name: AVDLEN HALPERN

Name: _____

Title: CEO

Title: _____

Date: 1/28/11

Date: _____

Initials

✓ [Signature]

Schedule A

Trademarks

See attached





Initials

✓ 

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	<u>Trademark</u>	<u>Country Name</u>	<u>Application No.</u> <u>Date Filed</u>	<u>Registration No.</u> <u>Date Registered</u>
1.	CAGE FIGHTER	United States of America	77/196572 04-Jun-2007	3451658 17-Jun-2008
2.	CAGE FIGHTER	Japan	2009-058285 31-Jul-2009	5302559 19-Feb-2010
3.	CAGE FIGHTER	South Africa	2009/11467 22-Jun-2009	
4.	CAGE FIGHTER	Australia	1311829 27-Jul-2008	
5.	CAGE FIGHTER	Canada	1368858 24-Oct-2007	
6.	CAGE FIGHTER	European Community	008370884 17-Jun-2009	008370884 21-Jan-2010
7.		United States of America	77/897998 24-Mar-2009	3673010 25-Aug-2009
8.	CAGE FIGHTER	United States of America	85/040880 17-May-2010	
9.		United States of America	85/040894 17-May-2010	
10.	CAGE FIGHTER	Canada	1483179 01-Jun-2010	
11.		Canada	1483180 01-Jun-2010	
12.	CAGE FIGHTER	Mexico	1092854 28-May-2010	
13.		Mexico	1092856 28-May-2010	
14.	CF WRESTLING	United States of America	85/071139 24-Jun-2010	



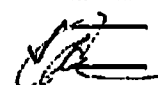
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<u>Trademark</u>	<u>Country Name</u>	<u>Application No.</u> <u>Date Filed</u>	<u>Registration No.</u> <u>Date Registered</u>
15. CAGE FIGHTER	United States of America	85/088079 21-Jun-2010	
16. 	United States of America	85/068091 21-Jun-2010	
17. CAGE FIGHTER	China (People's Republic)	8773182 25-Oct-2010	
18. CAGE FIGHTER	European Community	009515966 11-Nov-2010	
19. 	China (People's Republic)	8773337 25-Oct-2010	
20. 	European Community	009516171 11-Nov-2010	
21. CAGE FIGHTER	China (People's Republic)	tba 25-Oct-2010	
22. 	China (People's Republic)	tba 25-Oct-2010	
23. CAGE FIGHTER	United States of America	85/146635 06-Oct-2010	
24. 	United States of America	85/146669 06-Oct-2010	
25. CF WRESTLING	Australia	tba 21-Dec-2010	
26. CF WRESTLING	Brazil	903250527 23-Dec-2010	
27. CF WRESTLING	Canada	1508810 21-Dec-2010	
28. CF WRESTLING	China (People's Republic)	tba 21-Dec-2010	

Initials



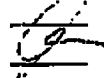
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<u>Trademark</u>	<u>Country Name</u>	<u>Application No.</u> <u>Date Filed</u>	<u>Registration No.</u> <u>Date Registered</u>
25. CF WRESTLING	Japan	2010-99876 24-Dec-2010	
26. CF WRESTLING	Mexico	1144737 21-Dec-2010	

Initials

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3. This Agreement is executed by the parties below.

Ultimate Brand Management, LLC

By: _____

Name: _____

Title: _____

Date: _____

Treo Holdings, LLC

By:  _____

Name: Michael DiSabato

Title: Authorized Representative

Date: 1/28/11





Initials
MD






Schedule A

Trademarks

See attached

Initials
MAD

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2.	CAGE FIGHTER	Japan	2009-058285 31-Jul-2009	5302559 19-Feb-2010
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10.	CAGE FIGHTER	Canada	1483179 01-Jun-2010	
11.		Canada	1483180 01-Jun-2010	
12.	CAGE FIGHTER	Mexico	1092854 28-May-2010	
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14.	CF WRESTLING	United States of America	85/071139 24-Jun-2010	

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