

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359246

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESPN Regional Television, Inc.		10/18/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ESPN, Inc.		
Street Address:	ESPN Plaza		
City:	Bristol		
State/Country:	CONNECTICUT		
Postal Code:	06010		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4692826	HEART OF DALLAS BOWL	
CORRESPONDENCE DATA			
Fax Number:	4158362501		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4158362506		
Email:	carolanne.bashir@dlapiper.com		
Correspondent Name:	Gina Durham		
Address Line 1:	555 Mission St., Suite 2400		
Address Line 2:	393423-901605		
Address Line 4:	San Francisco, CALIFORNIA 94105-2933		
ATTORNEY DOCKET NUMBER:	393423-901605		
NAME OF SUBMITTER:	Carol Anne Bashir		
SIGNATURE:	/Carol Anne Bashir/		
DATE SIGNED:	10/20/2015		
Total Attachments: 3			
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source=HEART OF DALLAS BOWL_ERT to ESPN#page2.tif			

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and dated as of October 18, 2015 (the "Effective Date"), by ESPN Regional Television, Delaware corporation, with a business address at 11001 Rushmore Drive, Charlotte, NC 28277, ("Assignor"), to ESPN, Inc., a Delaware corporation with a business address at ESPN Plaza, Bristol, CT 06010 ("Assignee").

WHEREAS, Assignor own the HEART OF DALLAS BOWL trademark and set forth on Schedule A attached hereto (the "Trademark");

WHEREAS, Assignee desires to acquire from Assignor, and Assignor agrees to transfer and assign to Assignee, all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, covenant, and agree as follows.

1. Assignment. Assignor hereby transfers and assigns to Assignee, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer and assignment had not been made, and Assignee hereby accepts the transfer and assignment of, (i) all of Assignor's rights, title, and interest in and to the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns, and (ii) all rights of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of the Trademark, including the right to bring an action for past, present and future infringement, dilution, unfair competition, or other misappropriation or misuse, and all rights to recover damages, profits, attorneys' fees, and injunctive relief for infringement, dilution, unfair competition, or other misappropriation or misuse. All of the rights transferred in this paragraph are referred to herein as the "Trademark Rights."

2. Further Actions. Assignor hereby consents and agrees to any lawful action taken by the Assignee in connection with the enforcement of, or the legal protection of, the Trademark Rights, and confers upon Assignee full right of substitution in any and all such actions.

3. Representation. Assignor hereby represents and warrants that the information set forth in Schedule A is accurate and complete and that neither it nor, to its knowledge, any entity controlled by, controlling or under common control with the Assignor owns any other trademark applications or registrations for the "HEART OF DALLAS BOWL" trademark other than that identified on Schedule A.

IN WITNESS WHEREOF, each of the parties has caused this Assignment to be duly executed and delivered as of the day and year first above written.

ESPN Regional Television, Inc.

By: Pete D'Amico
Name: Pete D'Amico
Title: Senior Vice President 10/12/18

ESPN, Inc.

By: Mark P. D'Amico
Name: Mark P. D'Amico
Title: SVP

Schedule A

RN 4692826 HEART OF DALLAS BOWL

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