

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM550947

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Steiner Sports Marketing, Inc.		05/31/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Memorabilia Acquisition Company, LLC		
<b>Street Address:</b>	180 Madison Avenue, 21st Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5230703	STEINER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027393001		
<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>			
<b>Phone:</b>	202-739-3000		
<b>Email:</b>	jennifer.evans@morganlewis.com		
<b>Correspondent Name:</b>	Morgan, Lewis & Bockius LLP		
<b>Address Line 1:</b>	1111 Pennsylvania Avenue, NW		
<b>Address Line 4:</b>	Washington, D.C. 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	011558.03.0066		
<b>NAME OF SUBMITTER:</b>	Jennifer C. Evans		
<b>SIGNATURE:</b>	/jce/		
<b>DATE SIGNED:</b>	11/25/2019		
<b>Total Attachments: 4</b>			
source=011558-03__107497626v1_Fanatics - Steiner Sports - Steiner Sports Marketing Trademark Assignment - Executed#page1.tif			
source=011558-03__107497626v1_Fanatics - Steiner Sports - Steiner Sports Marketing Trademark Assignment - Executed#page2.tif			
source=011558-03__107497626v1_Fanatics - Steiner Sports - Steiner Sports Marketing Trademark Assignment - Executed#page3.tif			

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**TRADEMARK ASSIGNMENT**

**WHEREAS, Steiner Sports Marketing, Inc.**, a corporation of the State of New York, (hereinafter, “Assignor”), is the owner of the mark listed on the attached Schedule A (the “Mark”), which is registered in the United States Patent and Trademark Office; and

**WHEREAS, Memorabilia Acquisition Company, LLC**, a limited liability company organized under the laws of the State of Delaware, located at 180 Madison Avenue, 21<sup>st</sup> Floor, New York, New York 10016 (hereinafter, “Assignee”), is desirous of acquiring said Mark and said registration thereof, and the goodwill of the business in connection therewith.

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all its rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and said registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in Assignee’s own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 31st day of May, 2019.

**Schedule A**

Mark	Registration No.	Registration Date
STEINER	5230703	June 27, 2017

TRADEMARK ASSIGNMENT

WHEREAS, Steiner Sports Marketing, Inc., a corporation of the State of New York, (hereinafter, "Assignor"), is the owner of the mark listed on the attached Schedule A (the "Mark"), which is registered in the United States Patent and Trademark Office; and

WHEREAS, Memorabilia Acquisition Company, LLC, a limited liability company organized under the laws of the State of Delaware, located at \_\_\_\_\_ (hereinafter, "Assignee"), is desirous of acquiring said Mark and said registration thereof, and the goodwill of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all its rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and said registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the \_\_\_\_ day of \_\_\_\_\_, 2019.

Steiner Sports Marketing, Inc.

Memorabilia Acquisition Company, LLC

By: *[Signature]*  
Name:  
Title:

By: \_\_\_\_\_  
Name:  
Title:

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IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

Steiner Sports Marketing, Inc.

Memorabilia Acquisition Company, LLC

By: \_\_\_\_\_  
Name:  
Title:

By:   
Name: *Gay Orth*  
Title: *President, Steiner Sports*