

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM564655

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
World Golf Foundation, Inc.		02/13/2020	Corporation:
RECEIVING PARTY DATA			
Name:	PGA TOUR First Tee Foundation, Inc.		
Street Address:	325 S. Legacy Trail		
City:	St. Augustine		
State/Country:	FLORIDA		
Postal Code:	32092		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	2460009	THE FIRST TEE	
Registration Number:	2208933	THE FIRST TEE	
Registration Number:	2280840	THE FIRST TEE	
Registration Number:	2455760	THE FIRST TEE	
Registration Number:	2468141	THE FIRST TEE	
Registration Number:	2282833	THE FIRST TEE	
Registration Number:	2270340	THE FIRST TEE	
Registration Number:	2460008	THE FIRST TEE	
Registration Number:	3126968	THE FIRST TEE GOLF STARTS HERE	
Registration Number:	3126969	THE FIRST TEE GOLF STARTS HERE	
Registration Number:	2231882		
Registration Number:	3126414	THE FIRST TEE NATIONAL SCHOOL PROGRAM	
Registration Number:	3126415	THE FIRST TEE NATIONAL SCHOOL PROGRAM	
CORRESPONDENCE DATA			
Fax Number:			
<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:	9042853700		
Email:	danielnavarro@pgatourhq.com		

CH \$340.00 2460009

Correspondent Name: Daniel Navarro
Address Line 1: 100 PGA TOUR Blvd
Address Line 4: Ponte Vedra Beach, FLORIDA 32082

NAME OF SUBMITTER: Daniel Navarro

SIGNATURE: /Daniel Navarro/

DATE SIGNED: 03/02/2020

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment"), dated as of the 13th day of February, 2020 (the "Effective Date"), is made by WORLD GOLF FOUNDATION, INC., a Florida corporation with an address at One World Golf Place, St. Augustine, FL 32092 ("Assignor"), in favor of PGA TOUR FIRST TEE FOUNDATION, INC., a Florida corporation with an address at 325 S. Legacy Trail, St. Augustine, FL 32092 ("Assignee").

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) all marks owned by the Assignor that consist of or include the words "THE FIRST TEE" (and the associated design marks) and have, prior to the Effective Date, been used by Assignor in connection with the Assigned Products and Services, including but not limited to those marks set forth in Exhibit A ("Assigned Marks"), whether registered or unregistered, including the listed registrations and applications and any registrations which may be granted pursuant to such applications, together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Marks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; and

(c) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the recording of this Trademark Assignment in any and all trademark offices in the world, including, without limitation the United States Patent and Trademark Office. Following the date hereof, upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Marks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

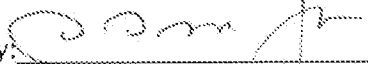
5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Florida, without giving effect to any choice or conflict of law provision or rule (whether of the State of Florida or any other jurisdiction).

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IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment as of the date first written above.

AGREED TO AND ACKNOWLEDGED:

ASSIGNOR: WORLD GOLF FOUNDATION, INC.

By: 
Name: Gregory T. McLaughlin
Title: CEO

AGREED TO AND ACKNOWLEDGED:

ASSIGNEE: PGA TOUR FIRST TEE FOUNDATION, INC.

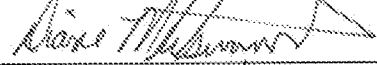




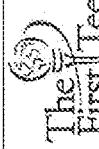





















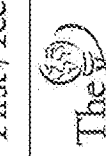

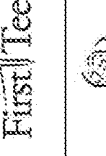
By: 
Name: Diane M. Edwards
Title: Treasurer

EXHIBIT A

Trademark	Logo	Jurisdiction	Applicant / Registrant	Status	Application Number	Application Date	Registration Number	Registration Date	Renewal Due	Classes
THE FIRST TEE		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75480028	06 May 1998	2460009	12 Jun 2001	12 Jun 2021	41
THE FIRST TEE		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75382515	31 Oct 1997	2208933	08 Dec 1998	08 Dec 2028	36, 42
THE FIRST TEE		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75448638	11 Mar 1998	2280840	28 Sep 1999	28 Sep 2019	25
THE FIRST TEE		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75480225	06 May 1998	2453760	29 May 2001	29 May 2021	28
THE FIRST TEE & Design		Argentina	WORLD GOLF FOUNDATION, INC.	Registered	2372120	16 Apr 2002	1920531	10 Apr 2003	28 Mar 2023	41
THE FIRST TEE & Design		Argentina	WORLD GOLF FOUNDATION, INC.	Registered	2372119	16 Apr 2002	1926168	28 Aug 2003	26 Apr 2023	28
THE FIRST TEE & Design		Argentina	WORLD GOLF FOUNDATION, INC.	Registered	2372118	16 Apr 2002	1920530	10 Apr 2003	28 Mar 2023	25
THE FIRST TEE & Design		Australia	WORLD GOLF FOUNDATION, INC.	Registered	904274	22 Feb 2002	904274	22 Jan 2003	22 Feb 2022	25, 28, 36, 41
THE FIRST TEE & Design		China	WORLD GOLF FOUNDATION, INC.	Registered	3114782	15 Mar 2002	3114782	07 Aug 2003	07 Aug 2023	28

Trademark	Logo	Jurisdiction	Applicant / Registrant	Status	Application Number	Application Date	Registration Number	Registration Date	Renewal Due	Classes
THE FIRST TEE & Design		China	WORLD GOLF FOUNDATION, INC.	Registered	3114783	15 Mar 2002	3114783	21 Jul 2003	21 Jul 2023	25
THE FIRST TEE & Design		China	WORLD GOLF FOUNDATION, INC.	Registered	3114781	15 Mar 2002	3114781	21 Jul 2003	21 Jul 2023	41
THE FIRST TEE & Design		EUTM	WORLD GOLF FOUNDATION, INC.	Registered	2600799	28 Feb 2002	2600799	14 Jan 2004	28 Feb 2022	25, 28, 41
THE FIRST TEE & Design		Hong Kong	WORLD GOLF FOUNDATION, INC.	Registered	02863/2002	01 Mar 2002	2004B04011	01 Mar 2002	28 Feb 2029	41
THE FIRST TEE & Design		Hong Kong	WORLD GOLF FOUNDATION, INC.	Registered	02861/2002	01 Mar 2002	B11770/2003	01 Mar 2002	28 Feb 2029	25
THE FIRST TEE & Design		Hong Kong	WORLD GOLF FOUNDATION, INC.	Registered	02862/2002	01 Mar 2002	B11771/2003	29 Sep 2003	28 Feb 2029	28
THE FIRST TEE & Design		Japan	WORLD GOLF FOUNDATION, INC.	Registered	9728/2006	07 Feb 2006	4981694	25 Aug 2006	25 Aug 2026	28
THE FIRST TEE & Design		Japan	WORLD GOLF FOUNDATION, INC.	Registered	9729/2006	07 Feb 2006	4972291	21 Jul 2006	21 Jul 2026	36

Trademark	Logo	Jurisdiction	Applicant/ Registrant	Status	Application Number	Application Date	Registration Number	Registration Date	Renewal Due	Classes
THE FIRST TEE & Design		Japan	WORLD GOLF FOUNDATION, INC.	Registered	9727/2006	07 Feb 2006	4975615	04 Aug 2006	04 Aug 2026	25
THE FIRST TEE & Design		Japan	WORLD GOLF FOUNDATION, INC.	Registered	9730/2006	07 Feb 2006	4997171	20 Oct 2006	20 Oct 2026	41
THE FIRST TEE & Design		Korea (South)	WORLD GOLF FOUNDATION, INC.	Registered	45-2006- 621	20 Feb 2006	45-0026995	30 Mar 2009	30 Mar 2029	35, 36, 41
THE FIRST TEE & Design		New Zealand	WORLD GOLF FOUNDATION, INC.	Registered	704302	12 Nov 2003	704302	13 May 2004	12 Nov 2023	25, 28, 41
THE FIRST TEE & Design		Singapore	WORLD GOLF FOUNDATION, INC.	Registered	T02/02104B	26 Feb 2002	T02/02104B	26 Feb 2002	26 Feb 2022	28
THE FIRST TEE & Design		Singapore	WORLD GOLF FOUNDATION, INC.	Registered	T02/02100Z	26 Feb 2002	T02/02100Z	25 Feb 2003	26 Feb 2022	25
THE FIRST TEE & Design		Singapore	WORLD GOLF FOUNDATION, INC.	Registered	T02/02101H	26 Feb 2002	T02/02101H	26 Feb 2002	26 Feb 2022	41
THE FIRST TEE & Design		South Africa	WORLD GOLF FOUNDATION, INC.	Registered	2002/02515	22 Feb 2002	2002/02515	22 Feb 2002	22 Feb 2022	41

Trademark	Logo	Jurisdiction	Applicant/ Registrant	Status	Application Number	Application Date	Registration Number	Registration Date	Renewal Due	Classes
THE FIRST TEE & Design		South Africa	WORLD GOLF FOUNDATION, INC.	Registered	2002/02513	22 Feb 2002	2002/02513	22 Feb 2002	22 Feb 2022	25
THE FIRST TEE & Design		South Africa	WORLD GOLF FOUNDATION, INC.	Registered	2002/02514	22 Feb 2002	2002/02514	22 Feb 2002	22 Feb 2022	28
THE FIRST TEE & Design		Sweden	WORLD GOLF FOUNDATION, INC.	Dead	02-01409	28 Feb 2002	358817	29 Nov 2002		25, 28, 41
THE FIRST TEE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75480900	06 May 1998	2468141	10 Jul 2001	10 Jul 2021	28
THE FIRST TEE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75449223	12 Mar 1998	2282833	05 Oct 1999	05 Oct 2019	25
THE FIRST TEE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75395306	24 Nov 1997	2270340	17 Aug 1999	17 Aug 2019	41, 42
THE FIRST TEE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75480026	06 May 1998	2469008	12 Jun 2001	12 Jun 2021	41
THE FIRST TEE GOLF STARTS HERE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Dead	78715338	19 Sep 2005	3126968	08 Aug 2006		24

Trademark	Logo	Jurisdiction	Applicant/ Registrant	Status	Application Number	Application Date	Registration Number	Registration Date	Renewal Due	Classes
THE FIRST TEE GOLF STARTS HERE & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Dead	78715341	19 Sep 2005	3126969	08 Aug 2006		28
The First Tee Logo		United States of America	WORLD GOLF FOUNDATION, INC.	Registered	75395307	24 Nov 1997	2231882	16 Mar 1999	16 Mar 2029	35, 41, 42
THE FIRST TEE NATIONAL SCHOOL PROGRAM & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Dead	78690417	11 Aug 2005	3126414	08 Aug 2006		25
THE FIRST TEE NATIONAL SCHOOL PROGRAM & Design		United States of America	WORLD GOLF FOUNDATION, INC.	Dead	78690445	11 Aug 2005	3126415	08 Aug 2006		35, 41