

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Dallas Cowboys Football Club, Ltd		04/08/2010	LIMITED PARTNERSHIP: TEXAS

**RECEIVING PARTY DATA**

Name:	Bank of America, N.A.
Street Address:	100 North Tryon Street
Internal Address:	Bank of America Corporate Center
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28255
Entity Type:	National Association: UNITED STATES

**PROPERTY NUMBERS Total: 25**

Property Type	Number	Word Mark
Registration Number:	841044	DALLAS COWBOYS
Registration Number:	2770630	DALLASCOWBOYS.COM
Registration Number:	2358931	
Registration Number:	1930385	DALLAS COWBOYS
Registration Number:	1398001	
Registration Number:	1318639	7
Registration Number:	1246625	7
Registration Number:	893942	
Registration Number:	897133	COWBOYS
Registration Number:	836117	
Registration Number:	3629118	HOW BOUT THEM COWBOYS
Registration Number:	3393156	RING OF HONOR
Registration Number:	3222004	RING OF HONOR

CH \$640.00 841044

**900162422**

**TRADEMARK  
 REEL: 004207 FRAME: 0852**

Registration Number:	3133718	VAQUEROS DE DALLAS
Serial Number:	77828060	DALLASCOWBOYS.COM
Serial Number:	77715715	CANTINA AZUL
Registration Number:	3457461	
Registration Number:	3388207	ROWDY ROOKIES
Registration Number:	3384640	THE DALLAS COWBOYS OFFICIAL FAN CLUB TRUE BLUE
Registration Number:	3287366	00
Registration Number:	3267148	ROWDY
Registration Number:	3097072	
Registration Number:	2996639	
Registration Number:	3094659	
Registration Number:	2984690	

**CORRESPONDENCE DATA**

Fax Number: (917)777-4104  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-735-3000  
Email: kellie.weilbrenner@skadden.com  
Correspondent Name: Skadden, Arps, Slate, Meagher & Flom LLP  
Address Line 1: Four Times Square  
Address Line 2: Attn: Matthew Fagin, Esq.  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	401530/0374
NAME OF SUBMITTER:	Matthew Fagin
Signature:	/Matthew Fagin/
Date:	05/17/2010

Total Attachments: 8  
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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS AND COPYRIGHTS

United States Patent and Trademark Office  
United States Copyright Office

Ladies and Gentlemen:

Please be advised that pursuant to an Amended and Restated Security Agreement, dated as of April 8, 2010, (as such Amended and Restated Security Agreement may be amended, modified, supplemented or restated, the "*Security Agreement*"), by and between Dallas Cowboys Football Club, Ltd., a Texas limited partnership (the "*Borrower*") and Bank of America, N.A., acting as collateral agent for the Secured Parties (as defined in the Security Agreement) (in its capacity as collateral agent hereunder and any successor in such capacity being hereinafter referred to as the "*Collateral Agent*") the Borrower has granted to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in, and right of setoff against and has acknowledged and agreed that the Collateral Agent (and with respect to rights of setoff, each of the Secured Parties) has and shall continue to have, for the ratable benefit of the Secured Parties, a continuing security interest in and right of setoff against any and all right, title and interest of the Borrower, whether now existing or hereafter acquired or arising, in and to the Trademarks and Trade Names and Copyrights (each as defined in the Security Agreement), including, without limitation, the trademark, service mark and copyright registrations and applications shown on the attached Schedule A hereto.

The security interest in and to and right of setoff against the Trademarks and Trade Names and Copyrights, including, without limitation, the trademark, service mark and copyright registrations and applications set forth on Schedule A, is granted in accordance with the terms and conditions of the Security Agreement and can be terminated only in accordance with the terms of the Security Agreement.

Notwithstanding the foregoing, no security interest shall be granted or attach hereunder with respect to any Trademark or Trade Name applications filed in the United States Patent and Trademark Office on the basis of the Borrower's intent to use any such Trademark or Trade Name pursuant to U.S.C. § 1051 Section 1(b), unless and until such Trademark or Trade Name is used in interstate commerce, at which point the security interest granted hereunder shall attach to such application; *provided*, that, the foregoing exclusion shall apply only to the extent that granting a lien in such application prior to such use would adversely affect the enforceability or validity of such application.

Very truly yours,

DALLAS COWBOYS FOOTBALL CLUB, LTD.

By: JWW Corporation, a Texas Corporation,  
as General Partner

By: 

Name: Jerral W. Jones

Title: President

Acknowledged and Accepted:

Bank of America, N.A.,  
as Collateral Agent

By:

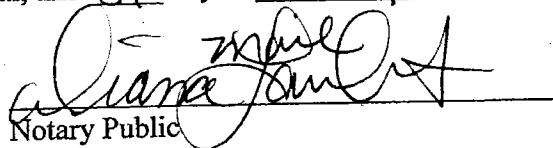
Name:

Title:

STATE OF TEXAS           §  
  §  
COUNTY OF DALLAS       §

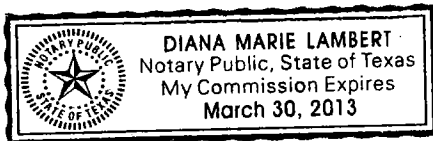
I, Diana Marie Lambert, a Notary Public of the State of Texas, certify that Jerral W. Jones, personally came before me this day and acknowledged that he is President of JWW Corporation, a Texas corporation, and that by authority duly given and as the act of the corporation, the foregoing instrument was signed by him as President of such corporation.

WITNESS my hand and official stamp or seal, this 31<sup>st</sup> day of March, 2010.

  
Notary Public

My Commission Expires:

March 30, 2013  
(Notary Seal)



Very truly yours,

DALLAS COWBOYS FOOTBALL CLUB,  
LTD.

By: JWJ Corporation, a Texas Corporation,  
as General Partner

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

Acknowledged and Accepted:

Bank of America, N.A.,  
as Collateral Agent

By: [Signature]  
Name: [Signature]  
Title: Vice President

[Notice of IP Grant]

**SCHEDULE A**

**UNITED STATES TRADEMARK  
REGISTRATIONS AND APPLICATIONS FOR  
Dallas Cowboys Football Club, Ltd.**

I. UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS

<b>JURISDICTION</b>	<b>TRADEMARK</b>	<b>REG. NO – (APP. NO.)</b>	<b>REG. DATE – (APP. DATE)</b>	<b>RECORD OWNER</b>
U.S.	DALLAS COWBOYS	841,044	December 19, 1967	Dallas Cowboys Football Club, Ltd.
U.S.	DALLASCOWBOYS.COM	2,770,630	October 7, 2003	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	2,358,931	June 20, 2000	Dallas Cowboys Football Club, Ltd.
U.S.	DALLAS COWBOYS	1,930,385	October 31, 1995	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	1,398,001	June 17, 1986	Dallas Cowboys Football Club, Ltd.
U.S.	7 & DESIGN	1,318,639	February 5, 1985	Dallas Cowboys Football Club, Ltd.
U.S.	7 & DESIGN	1,246,625	July 26, 1983	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	893,942	June 30, 1970	Dallas Cowboys Football Club, Ltd.
U.S.	COWBOYS	897,133	August 18, 1970	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	836,117	September 26, 1967	Dallas Cowboys Football Club, Ltd.
U.S.	HOW BOUT THEM COWBOYS	3,629,118	May 26, 2009	Dallas Cowboys Football Club, Ltd.
U.S.	RING OF HONOR	3,393,156	March 4, 2008	Dallas Cowboys Football Club, Ltd.
U.S.	RING OF HONOR	3,222,004	March 27, 2007	Dallas Cowboys Football Club, Ltd.
U.S.	VAQUEROS DE DALLAS	3,133,718	August 22, 2006	Dallas Cowboys Football Club, Ltd.
U.S.	DALLASCOWBOYS.COM	77/828,060	September 16, 2009	Dallas Cowboys Football Club, Ltd.
U.S.	CANTINA AZUL	77/715715	April 16, 2009	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	3,457,461	July 1, 2008	Dallas Cowboys Football Club, Ltd.
U.S.	ROWDY ROOKIES	3,388,207	February 26, 2008	Dallas Cowboys Football Club, Ltd.
U.S.	THE DALLAS COWBOYS OFFICIAL FAN CLUB TRUE BLUE	3,384,640	February 19, 2008	Dallas Cowboys Football Club, Ltd.
U.S.	00 and DESIGN	3,287,366	September 4, 2007	Dallas Cowboys Football Club, Ltd.

<b>JURISDICTION</b>	<b>TRADEMARK</b>	<b>REG. NO – (APP. NO.)</b>	<b>REG. DATE – (APP. DATE)</b>	<b>RECORD OWNER</b>
U.S.	ROWDY	3,267,148	July 24, 2007	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	3,097,072	May 30, 2006	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	2,996,639	September 20, 2005	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	3,094,659	May 23, 2006	Dallas Cowboys Football Club, Ltd.
U.S.	DESIGN	2,984,690	August 16, 2005	Dallas Cowboys Football Club, Ltd.



II. UNITED STATES COPYRIGHT REGISTRATIONS AND APPLICATIONS

TITLE	REG. NO.	REG. DATE	RECORD OWNER
Dallas Cowboys Cheerleaders 1984 Calendar -- if they could see us now	VA 139-066	October 31, 1983	Dallas Cowboys Football Club, Ltd.
Dallas Cowboys Cheerleaders, on the field, around the work, the work it takes	VA 139-065	October 13, 1983	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders coloring book	VA 135-325	June 25, 1983	Dallas Cowboys Football Club, Ltd
Commemorating the Dallas Cowboys Cheerleaders Department of Defense USO tours: 1983 appointment calendar/photos by SP/4 Bonin, U.S. Army, U S S Constellation, Russ Russell, M. W R. staffs, Suzanne Mitchell; design by Ramsey/Shaver, Inc.	VA 124-246	December 6, 1982	Dallas Cowboys Football Club, Ltd
D C C, Dallas Cowboys Cheerleaders	VA 124-245	December 6, 1982	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders playing cards/design by Ramsey/Shaver, Inc.	VA 99-438	December 17, 1981	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders 1982 calendar/photos by Shelly Katz, Russ Russell, Suzanne Mitchell	VA 96-237	December 17, 1981	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders: [no.] 14-615/concept and photos Russ Russell (promotional poster)	VA 16-147	December 6, 1978	Dallas Cowboys Football Club, Ltd
A Decade of dreams: Dallas Cowboys Cheerleaders/by Mary Candace Evans	TX 1-050-127	January 21, 1983	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders: [no.] 14-548/concept and photography by Bob Show (poster)	VA 458	February 16, 1978	Dallas Cowboys Football Club, Ltd
Dallas Cowboys cheerleaders 1983 Calendar-the eyes of Texas/photos by Dan Sellers, Russ Russell, Shelly Katz; design by Ramsey/Shaver, Inc.	VA 124-247	December 6, 1982	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders' swimsuit calendar 2002	VA 120-2721	July 31, 2003	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders 1991 calendar	TX 3196508	December 3, 1991	Dallas Cowboys Football Club, Ltd
Dallas Cowboys Cheerleaders 1991 calendar	TX 2958643	November 1, 1990	Dallas Cowboys Football Club, Ltd

