

900448529 04/29/2018

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM471470

<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>
UAMG Content, LLC		04/13/2018	LLC: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	World Boxing Council, C.A.		
<b>Also Known As:</b>	WBC		
<b>Street Address:</b>	Riobamba No. 835, Colonia Lindavista		
<b>City:</b>	Mexico City		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	07300		
<b>Entity Type:</b>	Corporation: MEXICO		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86799350	WBC CHALLENGER	
<b>Serial Number:</b>	86799389	WBC CHALLENGER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5053128867		
<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>	505-312-8866		
<b>Email:</b>	al@aleonlaw.com		
<b>Correspondent Name:</b>	Alberto A. Leon		
<b>Address Line 1:</b>	122 Tulane Dr., SE		
<b>Address Line 2:</b>	Suite 3		
<b>Address Line 4:</b>	Albuquerque, NEW MEXICO 87106		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	ALEONLAW, P.C.		
<b>Address Line 1:</b>	122 Tulane Dr., SE		
<b>Address Line 2:</b>	Suite 3		
<b>Address Line 4:</b>	Albuquerque, NEW MEXICO 87106		
<b>NAME OF SUBMITTER:</b>	Alberto A. Leon		

OP: \$65.00 86799350

<b>SIGNATURE:</b>	/Alberto A. Leon/
<b>DATE SIGNED:</b>	04/26/2018
<b>Total Attachments: 2</b> source=Assignment'350Application042618#page1.tif source=Assignment'389Application042618#page1.tif	

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, UAMG Content, LLC, a Delaware limited liability company, located at 245 N. Beverly Drive, Beverly Hills, California 90210, U.S.A., (the "Assignor"), is the owner of all right, title and interest in the trademark Application pending before the U.S. Patent & Trademark Office, Serial No. 86799350, for the trademark WBC CHALLENGER ("the "Application"); and

WHEREAS, WORLD BOXING COUNCIL, a Mexican non-for-profit Civil Association, located at Riobamba No. 835, Colonia Lindavista, C.P. 07300, Mexico City, Mexico, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Application, as hereinafter more fully set forth;

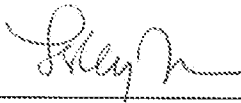
NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of One Dollar (\$1.00), and other valuable and legally sufficient considerations, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the Assignee, the entire right, title and interest for the United States in and to the Application together with the entire right, title and interest in and to said Application therefore in all countries foreign to the United States, including the full right to claim for any such applications all benefits and priority rights under any applicable convention; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which any and all foreign rights, including foreign trademark certificates may issue.

And the Assignor does hereby covenant and agree, for itself and its legal representatives, that it will reasonably assist the Assignee in the making and prosecution of any other applications for trademarks that the Assignee may elect to make covering the trademark herein identified, as hereinbefore set forth; in vesting in the Assignee like exclusive title in and to all such other trademarks; and in the prosecution or defense of any opposition or cancellation which may arise involving the Application or any application of the trademark herein contemplated; and that it will execute and deliver to the Assignee any and all additional papers that may be requested by the Assignee to fully carry out the terms of this Assignment.

And the Commissioner of Patents and Trademarks is hereby authorized and requested to record the transfer of rights set forth herein above to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignor has hereunto set his hand and affixed his seal this 13<sup>th</sup> day of April, 2018.

UAMG Content, LLC, a Delaware  
Limited Liability Company

By:   
Name: Lesley Freeman  
Its: Chief Legal Officer  
Date: April 13, 2018

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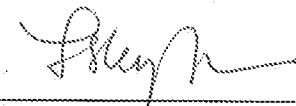
NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of One Dollar (\$1.00), and other valuable and legally sufficient considerations, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the Assignee, the entire right, title and interest for the United States in and to the Application together with the entire right, title and interest in and to said Application therefore in all countries foreign to the United States, including the full right to claim for any such applications all benefits and priority rights under any applicable convention; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for which any and all foreign rights, including foreign trademark certificates may issue.

And the Assignor does hereby covenant and agree, for itself and its legal representatives, that it will reasonably assist the Assignee in the making and prosecution of any other applications for trademarks that the Assignee may elect to make covering the trademark herein identified, as hereinbefore set forth; in vesting in the Assignee like exclusive title in and to all such other trademarks; and in the prosecution or defense of any opposition or cancellation which may arise involving the Application or any application of the trademark herein contemplated; and that it will execute and deliver to the Assignee any and all additional papers that may be requested by the Assignee to fully carry out the terms of this Assignment.

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By:  \_\_\_\_\_

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Date: April 13, 2018 \_\_\_\_\_