EXHIBIT 1

University of Tennessee v. Action Sports Media, Inc et al

Doc. 1 Att. 1

Int. Cls.: 16, 18, 21 and 25

Prior U.S. Cls.: 2, 3, 37, 38 and 39

United States Patent and Trademark Office Reg. No. 1,334,260 Registered May 7, 1985

TRADEMARK PRINCIPAL REGISTER

UNIVERSITY OF TENNESSEE

UNIVERSITY OF TENNESSEE; THE (TENNESSEE CORPORATION)
800 ANDY HOLT TOWER
KNOXVILLE, TN 37996

FOR: WRITING PADS, NOTE PADS, NOTE-BOOK PAPER, AND WINDOW AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 37 AND 38). FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

FOR: GARMENT BAGS FOR TRAVEL, IN CLASS 18 (U.S. CL. 3).

FIRST USE 0-0-1962; IN COMMERCE 0-0-1962.

FOR: CERAMIC MUGS, PLASTIC CUPS, PEWTER CUPS AND GOBLETS, IN CLASS 21 (U.S. CL. 2).

FIRST USE 0-0-1962; IN COMMERCE 0-0-1962.

FOR: JACKETS, T-SHIRTS, AND CAPS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1936; IN COMMERCE 0-0-1936.

SER. NO. 501,195, FILED 9-26-1984.

HENRY S. ZAK, EXAMINING ATTORNEY

EXHIBIT 2

Int. Cls.: 6, 16, 18, 20, 21 and 25

Prior U.S. Cls.: 2, 3, 13, 32, 37, 38 and 39

United States Patent and Trademark Office Registered July 16, 1985

TRADEMARK PRINCIPAL REGISTER



UNIVERSITY OF TENNESSEE, THE (TENNESSEE CORPORATION)
THE UNIVERSITY OF TENNESSEE
800 ANDY HOLT TOWER
KNOXVILLE, TN 37996

FOR: KEY CHAINS, IN CLASS 6 (U.S. CL. 13). FIRST USE 0-0-1961; IN COMMERCE 0-0-1961.

FOR: NOTEBOOK PAPER, RING BINDERS, AND WINDOW STICKERS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

FOR: GENERAL PURPOSE GYM BAGS, IN CLASS 18 (U.S. CL. 3).

FIRST USE 0-0-1962; IN COMMERCE 0-0-1962.

FOR: METAL FOLDING CHAIRS AND STADIUM CUSHION, IN CLASS 20 (U.S. CL. 32). FIRST USE 0-0-1972; IN COMMERCE 0-0-1972.

FOR: SHOT GLASSES AND PLASTIC PITCH-ERS, IN CLASS 21 (U.S. CL. 2).

FIRST USE 0-0-1965; IN COMMERCE 0-0-1965.

FOR: KNIT SHIRTS, SWEAT SHIRTS, T-SHIRTS, AND V-NECK SHIRTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1936; IN COMMERCE 0-0-1936.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "1794", APART FROM THE MARK AS SHOWN.

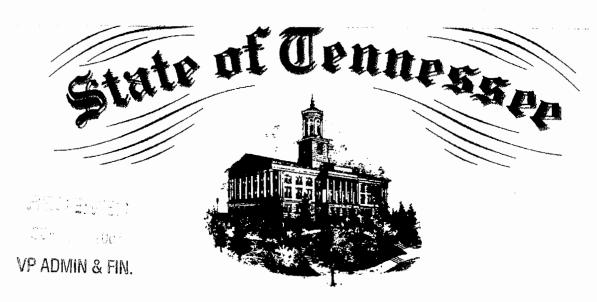
THE LATIN WORDS IN THE MARK "VERITATEM COGNOSCETIS ET VERITAS VOS LIBERABIT", MAY BE TRANSLATED AS "KNOW THE TRUTH AND THE TRUTH SHALL MAKE YOU FREE".

SER. NO. 501,131, FILED 9-26-1984.

HENRY S. ZAK, EXAMINING ATTORNEY

EXHIBIT 3







Whereas, it appears from the application of

The University of Tennessee

located and doing business at:

Trademark Licensing, 1551 Lake Loudon Boulevard, M020 Knoxville, TN 37996

and if a corporation or partnership, the state of organization is

N/A

that the

Applicant has adopted as a mark for:

The university is an institute of higher learning providing education, sporting events, and arts to the public

in Class 41

which mark was first used anywhere on

Thursday, July 01, 1869

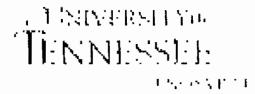
and was first used

in Tennessee on

Thursday, July 01, 1869

and is now in use in Tennessee, and

which use is evidenced by the reproduction of the mark attached hereto:



Now Therefore the said mark is hereby

registered

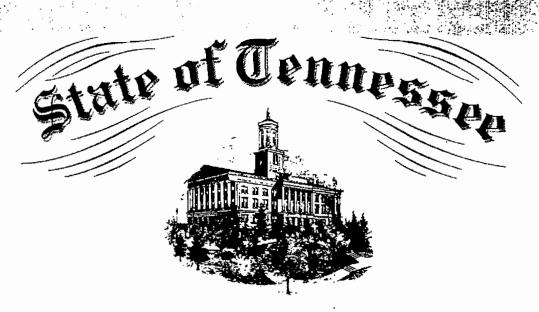
effective the

5th day of

September

, 20 07

for a term of five years.

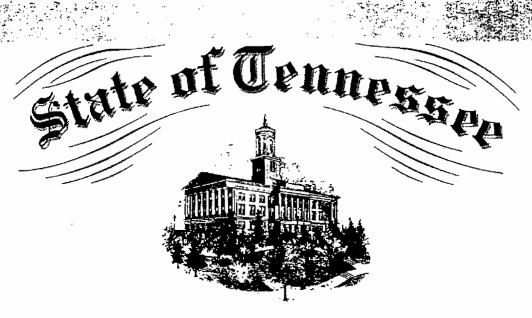


located and doing business at

Riley C Darnell

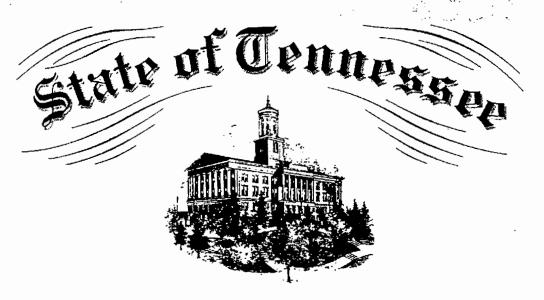
Mireras, it appears from the application of The University of Tennessee

711H Andy Holt Tower, Knoxville, Tennessee 3	7996 0174	
and if a corporation, the state of incorporation is as a mark for <u>name</u> for all of the University the University statewide in Class 52 which mark was first used anywher	of Tennessee's campuses/units. Represents	
in Tennessee on July 1, 1936 and is now in use in Tennessee, and which use is evidenced by the reproduction of the mark attached hereto:		
Now Therefore, the said mark is hereby	registered effective the	
18th day of June .19 98		
	In Witness Whereof, I have hereto affixed my signature and the Great Seal of the State, at Aashville, 22nd June in the year this day of ninety three	



department of Stute (%)

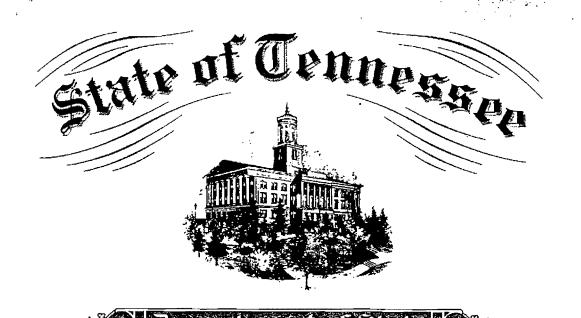
Whereas, it appears from the application of	The University of Tennessee
	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 3	7996 0174
and if a corporation, the state of incorporation is name for all of the University the University statewide	
n Class 51 which mark was first used anywhe	re on July 1, 1936 and was first used
n Tennessee on July 1, 1936 and is now i	n use in Tennessee, and which use is evidenced
op the reproduction of the mark attached hereto:	
THE HMINEDOLTY	OF TENNESSEE
THE UNIVERSITY	OF TENNESSEE
	,
Now Therefore, the said mark is hereby	registered effective the
18th day of June , 19 98	for a term of ten years.
100000000000000000000000000000000000000	In Witness Whereof, I have hereto affixed my
	signature and the Great Seal of the State, at Nashville, 22nd June this day of June in the year
	of our Lord nineteen hundred ninety three
· 题:	D.O. O A00



The University of Tennessee

	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 3	7996 0174
and if a corporation, the state of incorporation is	
as a mark for name for all of the University of the University statewide	of Tennessee's campuses/units. Represents
in Class 38 which mark was first used angwher	e on <u>July 1, 1938</u> and was first used
in Tennessee on July 1, 1936 and is now ir	use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSITY	OF TENNESSEE
Now Therefore, the said mark is hereby _	registered effective the
18th day of	_ for a term of ten years.
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	In witness whereof, I have hereto affixed ing
	signature and the Great Seal of the State, at Nashville, this 22nd day of June in the year
	of our Kord nineteen hundred <u>ninety three</u>

Dio. 0 A. 10

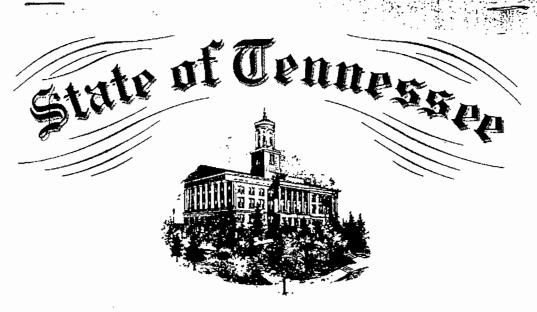


Wifereas, it appears from the application of the outversey of femicises	
	located and doing business at
711H Andy Holt Tower, Knoxville. Tennessee 37996 0174	***************************************
• • •	that the Applicant has adopted
as a mark forname for all of the University of Tennessee's the University statewide	campuses/units. Represents
in Class 39 which mark was first used anywhere on July 1.	and was first used
in Tennessee on July 1, 1936 and is now in use in Tennes	see, and which use is evidenced
by the reproduction of the mark attached hereto:	

THE UNIVERSITY OF TENNESSEE

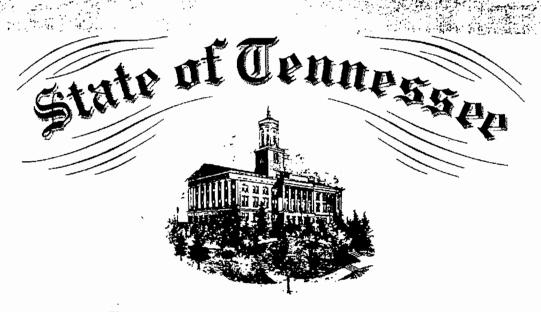
	•
Now Cherefore, the said mark is hereby	registered effective the
18th day of <u>June</u> , 19 93	for a term of ten years.
	In Witness Whereaf, I have hereto affixed my signature and the Great Scal of the State, at Rashville. this day of June in the year of our Kord niveteen hundred nivety three

Rile C Darull

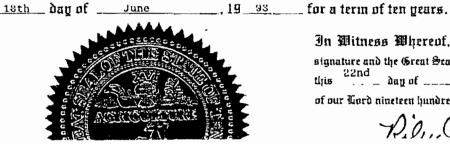


MIPEREAS, it appears from the application of	The diliversity of femiessee
	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 3	7996 0174
and if a corporation, the state of incorporation is	, , , , , ,
as a mark for name for all of the University the University statewide	of Tennessee's campuses/units. Represents
in Class 40 which mark was first used angwhe	
in Tennessee on July 1, 1936 and is now i	
by the reproduction of the mark attached hereto:	
THE UNIVERSITY	OF TENNESSEE
Now Therefore, the said mark is hereby	registered effective the
18th day of June 19 93	for a term of ten years.
	In Witness Whereof, I have hereto affixed my signature and the Great Seal of the State, at Nashville, this 22nd day of June in the year of our Lord nineteen hundred ninety three

Pion C. Ann. 01



Micress, it appears from the application of The University of Tennessee
located and doing business at
711K Andy Holt Tower, Knoxville, Tennessee 37996 0174
and if a corporation, the state of incorporation is N/A that the Applicant has adopted
as a mark forname for all of the University of Tennessee's campuses/units. Represents the University statewide
in Class 41 which mark was first used angwhere on July 1, 1936 and was first used
in Tennessee on July 1, 1936 and is now in use in Tennessee, und which use is evidenced
by the reproduction of the mark attached hereto:
· · · · · · · · · · · · · · · · · · ·
THE UNIVERSITY OF TENNESSEE



Now Therefore, the said mark is hereby registered

In Witness Whereof, I have hereto affixed my signature and the Great Seal of the State, at Nashville, 22nd June in the year of our Bord nineteen hundred ninety three

_ effective the

Pian C. Amul



miter eas, it appears from the appuration of	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee	
and if a corporation, the state of incorporation is	, , , , ,
as a mark for name for all of the University the University statewide	of Tennessee's campuses/units. Represents
in Class 42 which mark was first used angwhe	ere on July 1, 1936 and was first used
in Tennessee on July 1, 1936 and is now	in use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSITY	OF TENNESSEE
Now Therefore, the said mark is hereby	registered effective the
<u>18th</u> day of <u>June</u> , 19 93	for a term of ten years.
	In Witness Whereaf, I have hereto affixed my signature and the Great Seal of the State, at Nashville.
	this day of June in the year

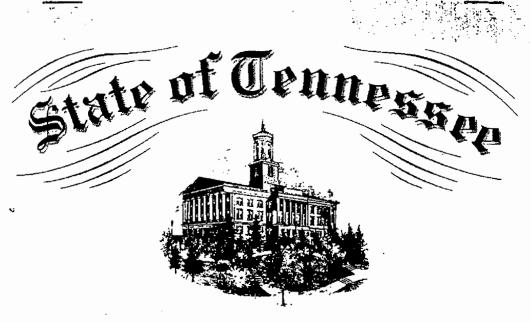
of our Lord nineteen hundred ninety three

Piley C Daruell



Mirreas, it appears from the application of The University of Tennessee	
	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 37	996 0174
and if a corporation, the state of incorporation is ^N as a mark for name for all of the University o the University statewide in Class ⁵⁰ which mark was first used anywher	f Tennessee's campuses/units. Represents
in Tennessee on July 1, 1936 and is now it	r use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSITY O	•
Now Therefore, the said mark is hereby	•
18th day of June , 19 98	_ for a term of ten years.
	In Witness Whereof, I have hereto affixed my signature and the Great Seal of the State, at Nashville. this 22nd day of June in the year of our Tord nineteen hundred ninety three

Dio. C. A. ... 11

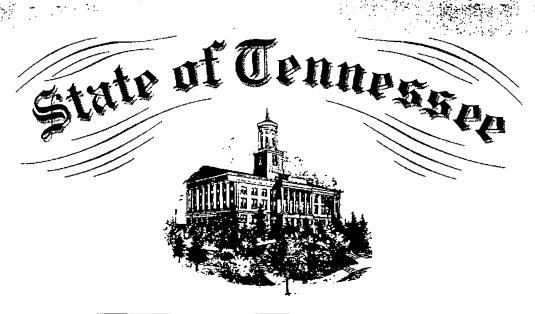


The University of Tennessee
located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174
and if a corporation, the state of incorporation is M/A that the Applicant has adopted
as a mark forname for all of the University of Tennessee's campuses/units. Represents the University statewide
in Class 37 which mark was first used anywhere on July 1, 1986 and was first used
in Tennessee on July 1, 1936 and is now in use in Tennessee, and which use is evidence
hy the reproduction of the mark attached hereto:
THE UNIVERSITY OF TENNESSEE
THE UNIVERSITY OF TENNESSEE
·
Now Therefore, the said mark is hereby <u>registered</u> effective the
18th day of June . 19 98 for a term of ten gears.

In Mitness Whereof. I have hereto affixed my

signature and the Great Seal of the State, at Nashville, this 22nd day of June in the year

of our Lord nineteen hundred ninety three



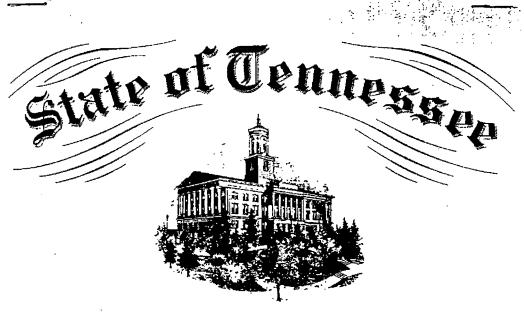
Mirereas, it appears from the application of The University of Tennessee
located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174
and if a corporation, the state of incorporation is N/A that the Applicant has adopted
as a mark for name for all of the University of Tennessee's campuses/units. Represents the University statewide
in Class 34 which mark was first used anywhere an July 1, 1936 and was first used
in Tennessee on July 1, 1936 and is now in use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:
THE UNIVERSITY OF TENNESSEE
Now Cherefore, the said mark is hereby <u>registered</u> effective the <u>18th</u> day of <u>June</u> , 19 <u>93</u> for a term of ten years.
In Witness Whereof, I have hereto affixed ing signature and the Great Seal of the State, at Aashville this 22nd dag of June in the year

of our Cord nineiren hundred ninety three

Rile C Larnell



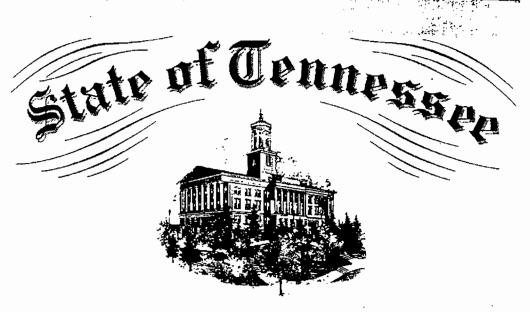
Whereas, it appears from the application of	The University of Tennessee
	located and dving business at
711H Andy Holt Tower, Knoxville, Tennessee 3	7996 0174
and if a corporation, the state of incorporation is as a mark forname for all of the University of the University statewide	
the University statewide in Class ³³ which mark was first used anywher	
in Tennessee on July 1, 1936 and is now ir	n use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSITY	OF TENNESSEE
THE UNIVERSITY	OF TENNESSEE
Now Therefore, the said mark is hereby	registered effective the
	_ for a term of ten gears.
	In witness whereof, I have hereto affixed my
	signature and the Great Seal of the State, at Nashville
	this 22nd day of June in the year
	of our Lord nineteen hundred ninety three
A Military Control of the Control of	D.O. a A



The University of Tennessee		
	located and doing business at	
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174		
and if a corporation, the state of incorporation is N/A	that the Applicant has adopted	
as a mark forname for all of the University of Tennessee's the University statewide	campuses/units. Represents	
in Class 32 which mark was first used anywhere on July 1.	and was first used	
in Tennessee an July 1, 1986 and is now in use in Tennes	see, and which use is evidenced	
by the reproduction of the mark attached hereto:		

THE UNIVERSITY OF TENNESSEE

Now	Therefo	ore, the said	mark is hereby	registered	effective the
18th	day of _	June	,1993	for a term of ten year	· 5.
		ACTICULAR ACTICAL ACTI		signature and the Great £	of. I have hereto affixed my deal of the State, at Nashville. June in the year dred ninety three



Whereus, it appears from the application of The University of Tennessee			
	located and doing business at		
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174	The state of the s		
and if a corporation, the state of incorporation is N/A			
as a mark for name for all of the University of Tennessee's the University statewide	campuses/units. Represents		
in Class 30 which mark was first used anywhere on July 1, 3	and was first used		
in Tennessee on July 1, 1936 and is now in use in Tennes	see, and which use is evidenced		
by the reproduction of the mark attached hereto:			
	· ; "[

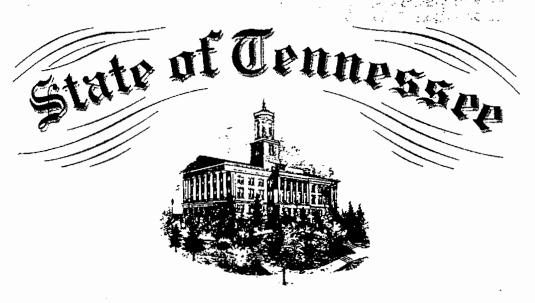
THE UNIVERSITY OF TENNESSEE

Now Therefore, the said mark is hereby	registered effective the
18th day of <u>June</u> , 19 98	for a term of ten years.



In Witness Whereaf, I have hereto affixed mg signature and the Great Seal of the State, at Nashville, this 22nd day of June in the year of our Cord nineteen hundred ninety three

DO. 0 A. 10



Wirereas, it appears from the application of The University of Tennessee			
	located and doing business at		
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174			
and if a corporation, the state of incorporation is N/A	. that the Applicant has adopted		
as a mark for name for all of the University of Tennessee's	campuses/units. Represents		
the University statewide in Class ²⁹ which mark was first used anywhere on July 1.	1936 and was first used		
in Tennessee on July 1, 1936 und is now in use in Tennes	see, and which use is evidenced		
by the reproduction of the mark attached hereto:			

THE UNIVERSITY OF TENNESSEE

Now Therefore, the said mark is hereby	registered effective the
<u> 18th</u> day of <u>June</u> , 19 98	for a term of ten years.
	In Witness Whereof . I have hereto affixed my signature and the Great Seal of the State, at Nashville, this 22nd June in the year

Dio. 0 A. 10

of our Lard nineteen hundred ninety three

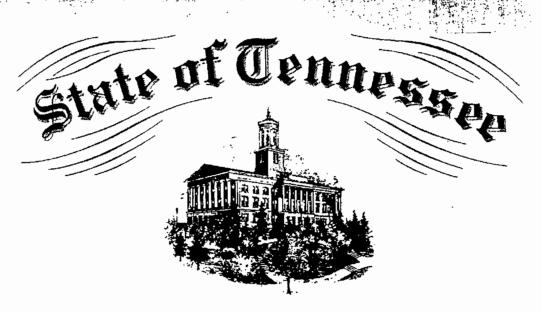


Whereas , it appears from the application of	The University of Tennessee
	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee	37996 0174
and if a corporation, the state of incorporation is	
as a mark for name for all of the University the University statewide	of Tennessee's campuses/units. Represents
in Class 107 which mark was first used anywhe	re on July 1, 1879 and was first used
in Tennessee on July 1, 1879 and is now i	n use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSITY C	FTENNESSEE
	,
	•
Now Therefore, the said mark is hereby	registered effective the
<u> 18th</u> day of <u>June</u> , 19 <u>98</u>	for a term of ten years.
0000000	In Witness Whereof, I have hereto affixed my
TO TOWN TO THE REAL PROPERTY OF THE PARTY OF	signature and the Great Seal of the State, at Nashville, this 22nd day of June in the year
	of our Lord nineteen hundredninety_three

Rily C Darnell



Whereas, it appears from the application of	The University of Tennessee
•	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee	37996 0174
and if a corporation, the state of incorporation is	
name for all of the University the University statewide	of Tennessee's campuses/units. Represents
in Class 📴 which mark was first used anywhe	re on <u>July 1, 1936</u> and was first used
in Cennessee on <u>July 1, 1996</u> and is now i	n use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
	-
THE UNIVERSITY	OF TENNESSEE
•	
	· ·
•	registered effective the
18th day of, 19 93	for a term of ten years.
CCCS SCCCO	In Witness Wherent. I have heceto affixed my
	signature and the Great Beal of the State, at Nashville
	this day of June in the year
	of our Cord nineteen hundred <u>ninety three</u>
	Pion C. Louis



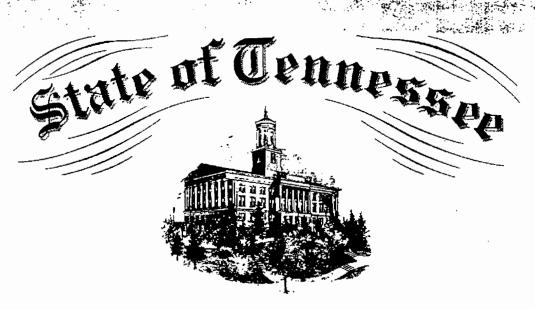
Mhereas, it appears from the application of The University of Tennessee
located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 37996 0174
and if a corporation, the state of incorporation is $\frac{N/A}{}$ that the Applicant has adopted
as a mark for name for all of the University of Tennessee's campuses/units. Represents the University statewide
in Class 3 which mark was first used anywhere on July 1, 1936 and was first used
in Tennessee on July 1, 1936 and is now in use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:
THE UNIVERSITY OF TENNESSEE

THE UNIVERSITY OF TENNESSEE

•	
Now Therefore, the said mark is hereby	registered effective the
13th day of June .19 93	for a term of ten years.
	In Witness Wherenf. I have hereto affixed ing

this 22nd day of June in the year of our Card nineteen hundred ninety three

DO. 0 A. 10



The University of Tennessee

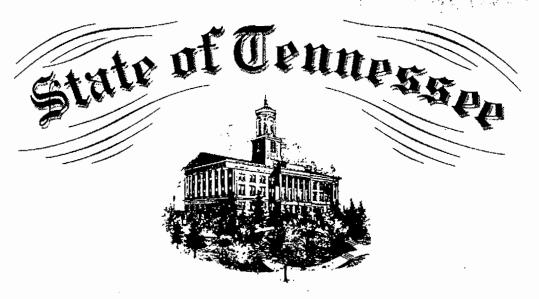
	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee	37996 0174
and if a corporation, the state of incorporation is as a mark for <u>name for all of the University the University statewide</u> in Class 22 which mark was first used anywher in Tennessee on <u>July 1, 1936</u> and is now by the reproduction of the mark attached hereto:	of Tennessee's campuses/units. Represents ere on July 1, 1936 and was first used in use in Tennessee, and which use is evidenced
THE UNIVERSIT	TY OF TENNESSEE
Now Therefore, the said mark is hereby 18th day of June . 19 93	registered effective the for a term of ten years.
	In Witness Whereof, I have hereto affixed my signature and the Great Scal of the State, at Nashville. this 22nd day of June in the year

of our Bord nineteen hundred ninety three

Dio. 0 A. 10



uliereas , it appears from the ap	plication of	The University	of Tennessee	
			cated and doing	business at
711H Andy Holt Tower, Knoxville,	Tennessee 3	37996 0174		
and if a corporation, the state of incorporation as a mark for name for all of the the University state in Class 23 which mark was first t	University ewide	of Tennessee's c	ampuses/units.	Represents
in Tennessee on July 1, 1936	and is now i	n use in Tennesse	e, and which use	is evidenced
by the reproduction of the mark atta				
THE UNIV	/ERSITY	(OF TENN		
Now Therefore, the said mark	a is hereby	registered		effective the
18th day of June	_, 1998	for a term of te	n years.	
	OCCUPO POLICIO	signature and the 22nd this da	Thereof. I have his Great Scal of the Sta grof June een hundred ninet	ite, at Nashville, in the year v three



Whereas, it appears from the application of	The University of Tennessee
·	located and doing business at
711H Andy Holt Tower, Knoxville, Tennessee 37	7996 0174
and if a corporation, the state of incorporation is	that the Applicant has adopted
as a mark forname for all of the University of the University statewide	of Tennessee's campuses/units. Represents
in Class 23 which mark was first used angwher	
in Tennessee on July 1, 1936 and is now is	n use in Tennessee, and which use is evidenced
by the reproduction of the mark attached hereto:	
THE UNIVERSIT	Y OF TENNESSEE
-	
Now Therefore, the said mark is hereby	registered effective the
18th day of <u>June</u> . 19 93	_ for a term of ten gears.
	In Witness Whereof, I have hereto affixed ing
	signature and the Great Seal of the State, at Nashville. 22nd June in the year
	of our Lord nineteen hundred _ninety_three

Riley C. Larnell