

REC'D

07-21-1998

FEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents

Send original documents or copy thereof.

1. Name of conveying party(ies):

Starter Corporation

- Individual(s)
- General Partnership
- Corporation-State - Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: National Hockey League

Internal Address:

Street Address: 1251 Ave. of the Americas

City: New York State: NY ZIP: 10020

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Canadian Not-For-Profit Association

If assignee is not domiciled in the United States, a domestic representative designation is attached. Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 21, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,157,895

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Samantha Payne

Internal Address: NHL Enterprises, L.P.

Street Address: 1251 Ave. of the Americas

City: New York State: NY ZIP: 10020-1198

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

500205

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached documents are true copies of the original document.

Mary J. Sotis, Esq.

Name of Person Signing

Mary J. Sotis

Signature

July 14, 1998

Date

Total number of pages including cover sheet, attachments, and document:

3

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ASSIGNMENT

WHEREAS, Starter Corporation, a corporation organized under the laws of the State of Delaware, having a place of business at 370 James Street, New Haven, Connecticut 06513, is the owner in the United States of trademark registration number 2,157,895 for SHOW ME THE CUP; and

WHEREAS, National Hockey League, a Canadian not-for-profit association, with its mailing address being 1251 Avenue of the Americas, New York, New York 10020, is desirous of acquiring said mark and the registration thereof.

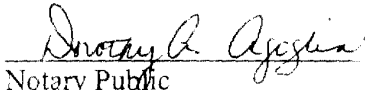
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Starter Corporation does hereby assign unto the said National Hockey League, all of its rights, title and interest in and to the said mark identified in the registration, together with the goodwill of the business symbolized by the mark and registration thereof.

STARTER CORPORATION

By:


Assistant Secretary

Subscribed and sworn to before
me this 16th day of May, 1998.


Notary Public
My Comm. Exp: 5-31-2001