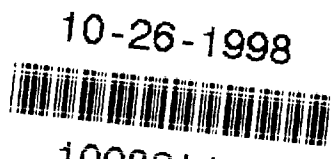


MRD 9-29-98



09-29-1998
U.S. Patent & TMO/c/TM Mail Rcpt Dt. #54



10-26-1998
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TRADEMARK RECORDATION COVER SHEET

To the Commissioner of Patents and Trademarks:

Please record the attached original documents or copy thereof.

1. **Name of conveying party:**

ShopKo Stores, Inc.
A Wisconsin Corporation

2. **Name and address of receiving party:**

National Football League Properties, Inc.
A California Corporation
280 Park Avenue
New York, New York 10017

3. **Nature of Conveyance:**

Assignment of all right, title and interest.

Execution Date: April 23, 1998

4. **Registration/Application Number(s):**

Registration No. 2,122,525 - YOU GOTTA BELIEVE

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

David M. Proper, Esq.
National Football League Properties, Inc.
280 Park Avenue
New York, New York 10017

6. **Total number of applications/registrations involved:**

One (1)

0/26/1998 JMWTKINS 00000072 140792 2122525
FC:481 40.00 CH

TRADEMARK RECORDATION COVER SHEET

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

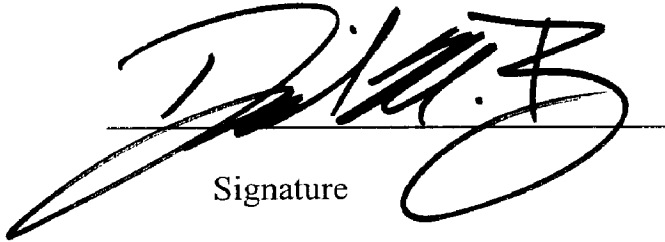
Authorization to charge fee to deposit account

8. **Deposit account number:** 14-0792

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any copy attached is a true copy of the original document.

Name of Person Signing: David M. Proper


Signature

September 29, 1998

Date

Total number of pages comprising
cover sheet, attachments and documents: 3

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, SHOPKO STORES, INC., ("Assignor"), a ^{Wisconsin} ~~Minnesota~~ Corporation, with a place of business at 700 Pilgrim Way, Green Bay, WI 55364, has adopted, used, and is the owner of all right, title and interest in the trademark YOU GOTTA BELIEVE, bearing U.S. Federal Registration No. 2,122,525 on the Supplemental Register for "clothing, namely, sweatshirts, T-shirts, and hats and caps" in International Class 25 ("the Mark"), which registered on December 16, 1997, including the goodwill represented by said Mark; and

WHEREAS, NATIONAL FOOTBALL LEAGUE PROPERTIES, INC., ("Assignee"), a corporation organized under the laws of the State of California with a principal place of business at 280 Park Avenue, New York, New York 10017, is desirous of acquiring the Mark and registration therefor, and the goodwill represented by the Mark;

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of the right, title and interest in and to the Mark and all applications and registrations of the Mark, including without limitation, the registration listed herein, together with the goodwill of the business connected with the use of and symbolized by said Mark Registration No. 2,122,525, Assignor further assigns to Assignee the right to sue for and collect damages for past infringement of the Mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date indicated below.

Dated: 9/23/98

By: [Signature]
SHOPKO STORES, INC. ⁽⁸⁰⁰⁾
Name: Susan A. Buckna
Title: legal counsel

On September 23, 1998
before me personally came Susan A Buckna, to me known and known to be to be the individual described in, and who executed, the assignment and duly acknowledged to me that he/she executed the same.
Notary Public for the State of Wisconsin
My Commission Expires: 7-16-2001
LAURA L. [Signature]
STATE OF WISCONSIN