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To the Honorable Commissioner of Pa

101115429

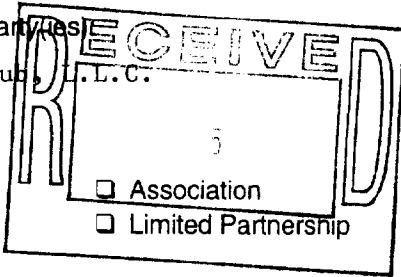
ached original documents or copy thereof.

1. Name of conveying party(ies)

Coyotes Cyber Club, L.L.C.

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware limited liability company

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



2. Name and address of receiving party(ies)

Name: BG Hockey Ventures, L.P.

Internal Address: _____

Street Address: 95 Horatio Street #622

City: New York State: NY ZIP: 10014

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

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 Merger
- Security Agreement Change of Name
- Other _____

Execution Date: July 15, 1999

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

A. Trademark Application No.(s)

75/479,356

B. Trademark Registration No.(s)

9-5-99

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 Avenue of the Americas

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

6. Total number of applications and registrations involved: _____



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)

08/12/1999 MTHAI1 00000082 500205 75479356)
OL EC:481 40.00 CH

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 copy is a true copy of the original document.

Mary J. Sotis, Esq.

Name of Person Signing

Mary J. Sotis
Signature

August 5, 1999

Date

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

3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF A SERVICE MARK

WHEREAS, Coyotes Cyber Club, L.L.C., a Delaware limited liability company with its principal place of business at One Renaissance Square, 2 North Central, Suite 1930, Phoenix, Arizona 85004 ("Assignor"), has adopted and uses in its business the service mark COYOTES CYBER CLUB for entertainment services; namely, sports fan club services, information and events for fan club members (the "Mark"), and owns the U.S. service mark application bearing Serial No. 75/479,356 for the Mark in the United States Patent and Trademark Office; and

WHEREAS, Assignor wishes to transfer all right, title and interest in and to the Mark, including the application to register the Mark, together with the goodwill symbolized by the Mark, or to be symbolized by the Mark, to BG Hockey Ventures, L.P., a Delaware limited partnership, with its principal place of business at 95 Horatio Street #622, New York, New York 10014 ("Assignee"); and

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Mark, as aforesaid, including the application to register the Mark, together with the goodwill symbolized by the Mark;

NOW THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Mark and the application to register thereof, and all associated goodwill.

The Assistant Commissioner for Trademarks is requested to record this Assignment of Trademarks and Registrations in the file of the Mark.

COYOTES CYBER CLUB, L.L.C.

Date: July 15, 1999

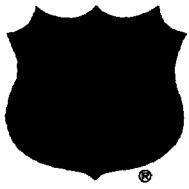
By: *Mark E. Peterson*
Name: *Mark E. Peterson*
Title: *Manager*

STATE OF ARIZONA)
 :
COUNTY OF MARICOPA)

On this ^{30th} 15th day of July, 1999, before me appeared MARK E. PETERSON the person who signed the forgoing instrument, who acknowledged that he signed it as a free act on behalf of Coyotes Cyber Club, L.L.C., a Delaware limited liability company, with authority to do so.



Julie A. Dewit
Notary Public



NHL ENTERPRISES, L.P.

1251 Avenue of the Americas, New York, NY 10020-1192
(212) 789-2000 FAX (212) 789-2020

August 5, 1999

Commissioner of Patents & Trademarks
Box Assignments
Washington, D.C. 20231

Re: Recordal of Trademark Assignment

Dear Sir:

So that you may proceed with the above-referenced matter, enclosed please find the following document:

1. Trademark Assignment from Coyotes Cyber Club, L.L.C. to BG Hockey Ventures, L.P. re: Serial No. 75/479,356.

Please don't hesitate to contact me at (212) 789-2057 if you require any additional information regarding the foregoing.

Very truly yours,

Samantha Payne
Intellectual Property Administrator

Enc.