

05-21-2001

FORM PTO-1618A
Expires 08/30/99
OMB 0851-0027



U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

101722908

5-14-01

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Assignment Nunc Pro Tunc

Merger Change of Name

Other

Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

40E

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

FORM PTO-1618B
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name MR SCOTT A. ANDRESEN

Address (line 1) AF2 ENTERPRISES LLC

Address (line 2) 20 N. WACKER DRIVE

Address (line 3) SUITE 1231

Address (line 4) CHICAGO, IL 60606

Correspondent Name and Address

Area Code and Telephone Number

(312) 621-7800

Name SCOTT A. ANDRESEN

Address (line 1) AF2 ENTERPRISES, LLC

Address (line 2) 20 N. WACKER DRIVE

Address (line 3) SUITE 1231

Address (line 4) CHICAGO, IL 60606

Pages Enter the total number of pages of the attached conveyance document including any attachments.

NINE (9)

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/734461

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment of deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Scott A. Andresen
Name of Person Signing

Scott A. Andresen
Signature

5-1-01
Date Signed

ASSIGNMENT OF SERVICE MARK

WHEREAS, Clarkson Sports Management, Inc., an Alabama corporation with its principal place of business at Birmingham-Jefferson Sports Complex, 2100 Richard Arrington Drive, Birmingham, Alabama 35203 ("Assignor"), is the sole and exclusive owner of the following "Service Mark":

TENNESSEE VALLEY VIPERS & Design: Application Serial No. 75/734461, application date June 23, 1999.

WHEREAS, AF2 Enterprises LLC a Delaware limited liability company with its principal place of business at 20 North Wacker Drive, Suite 1231, Chicago, Illinois 60606 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said Service Mark and the above identified application for registration thereof;

NOW, THEREFORE, for and in consideration for the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title, and interest in, to and under said Service Mark and the application for registration thereof, together with the goodwill of the business symbolized by said Service Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any further such acts that shall be required in order for Assignee to secure such rights.

AND, the Assignor hereby represents, warrants and covenants that it has full right to convey the entire interest herein assigned;

AND, the Assignor hereby represents, warrants and covenants that no liens, claims, or encumbrances of any nature whatsoever exists or are made (or will be made) against the Service Marks.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized, this 30 day of April, 2001.

CLARKSON SPORTS MANAGEMENT, INC.

Subscribed and sworn before me

On this 30 day of April, 2001

[Signature]
Signature

My Commission expires on 12-16-2004

By: [Signature]
Name: ART CLARKSON
Title: President



PTO/TM/1553 (Rev 1/2000)
OMB No. 0651-0009 (Exp. 08/31/2001)

*** Trademark/Service Mark Allegation of Use ***

*** (Statement of Use/Amendment to Allege Use) ***

*** (15 U.S.C. §1051(c) or (d)) ***

*** To the Commissioner for Trademarks ***

<DOCUMENT INFORMATION>

<TRADEMARK/SERVICEMARK ALLEGATION OF USE>

<VERSION 1.2>

<TRADEMARK/SERVICEMARK INFORMATION>

<MARK> TENNESSEE VALLEY VIPERS & Design

<SERIAL NUMBER> 75734461

<LAW OFFICE ASSIGNED> TMEG Law Office 109

<APPLICANT INFORMATION>

<NAME> Clarkson Sports Management, Inc.

<STREET> Birmingham-Jefferson Sports Complex 2100 Richard Arrington Drive

<CITY> Birmingham

<STATE> AL

<COUNTRY> USA

<ZIP/POSTAL CODE> 35203

<GOODS AND SERVICES INFORMATION>

<ALL GOODS AND/OR SERVICES IN APPLICATION/NOTICE OF ALLOWANCE> Yes

~ The applicant is using or is using through a related company the mark in commerce on or in connection with all the goods/services listed in the Application/Notice of Allowance. ~

<FEE INFORMATION>

<TOTAL FEES PAID> 200

<NUMBER OF CLASSES> 2

<USE INFORMATION>

<SPECIMEN DESCRIPTION> (Class 25) Article of clothing, in particular a t-shirt, bearing the mark (A)

<FIRST USE ANYWHERE DATE> 11/01/1999

<FIRST USE IN COMMERCE DATE> 11/01/1999

<SPECIMEN DESCRIPTION> (Class 41) Promotional material distributed by team to

(B) (C)
advertise the sale of season tickets and corporate sponsorship packages.

<FIRST USE ANYWHERE DATE> 11/01/1999

<FIRST USE IN COMMERCE DATE> 11/01/1999

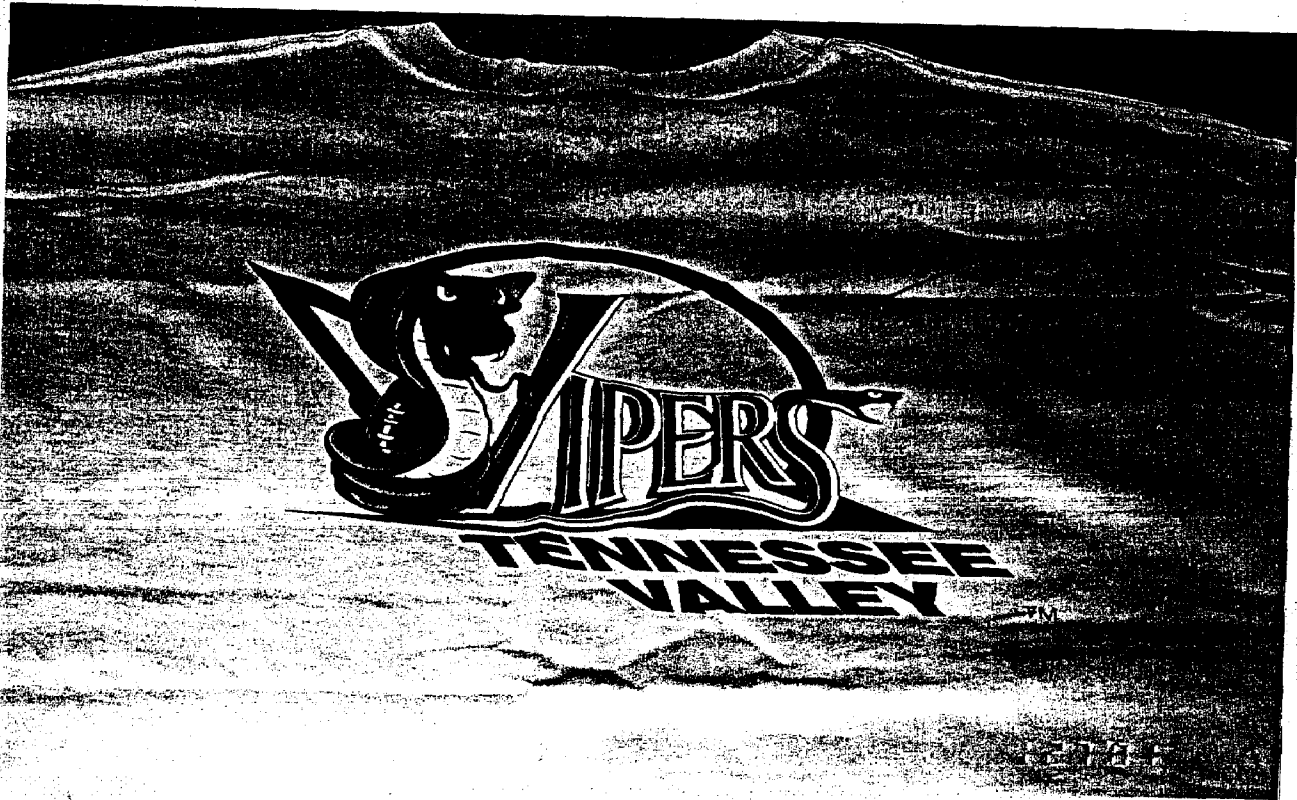
<SIGNATURE AND OTHER INFORMATION>

~ Declaration: Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. §1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using or is using through a related company the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce. ~

~ The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true. ~

<SIGNATURE> Art Clarkson * please sign here*
<DATE> 4/30/01
<NAME> Art Clarkson
<TITLE> President
<TELEPHONE NUMBER> (205) 458-8661

A



Season Tickets

Number of Seats @

\$200.00
 \$120.00
 \$ 80.00

Location of Seats
 1st Choice Section Row _____ Seats _____
 2nd Choice Section Row _____ Seats _____
 \$25.00 DEPOSIT REQUIRED PER SEAT

Check enclosed (payable to Tennessee Valley Vipers)

Visa # _____

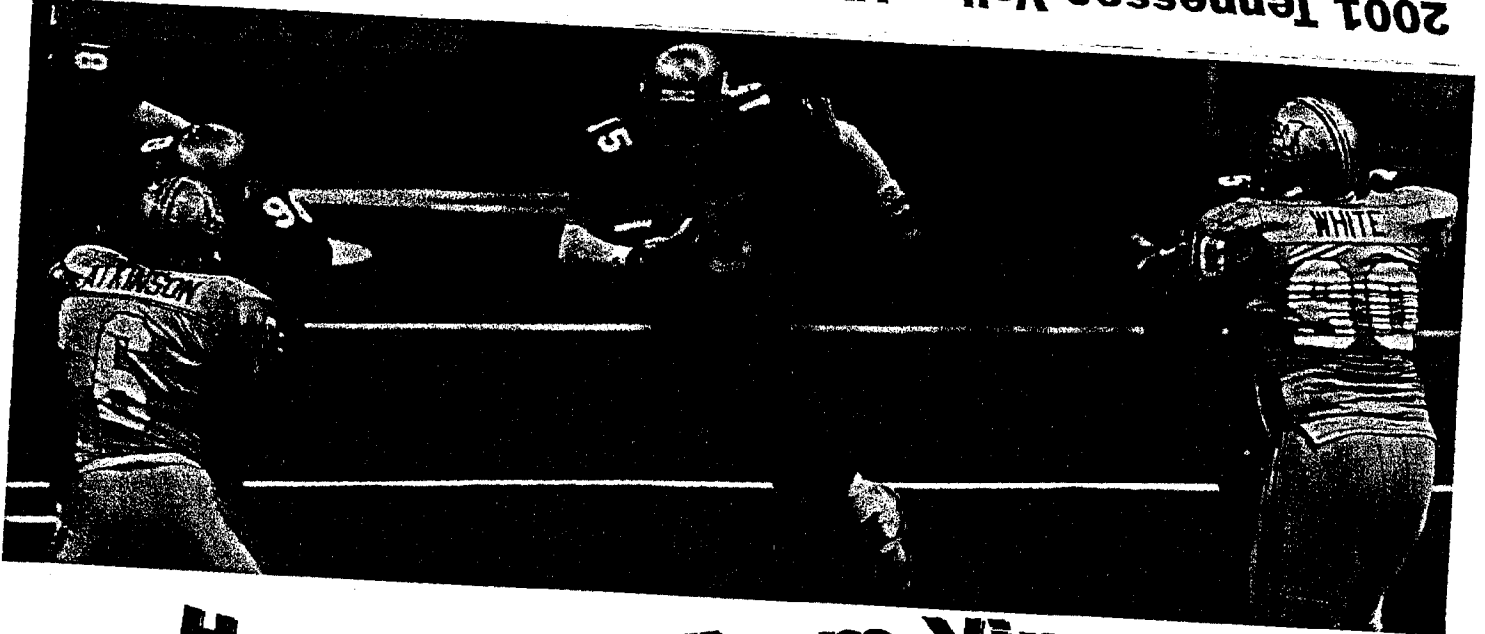
MasterCard # _____

Name _____
 Address _____
 City _____
 State _____ Zip _____
 Phone (Home) _____

Mall To: Tennessee Valley Vipers
 Von Braun Center
 700 Monroe St.
 Huntsville, AL 35801

For More Information
 (256) 551-3240

2001 Tennessee Valley Vipers Season Ticket Application



How 'Bout Them Vipers!

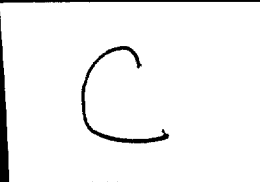
(B)



Von Braun Center
 700 Monroe St.
 Huntsville, AL 35801

Season Tickets

“GET IN



THE

PICTURE”



ADVERTISING RATES

2001

TRADEMARK *page 1 of 4*

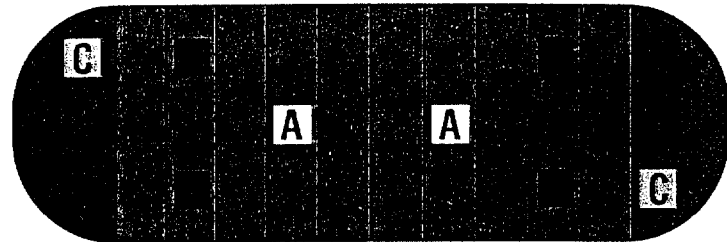
REEL: 002299 FRAME: 0146

ARENA ADVERTISING

DASHER BOARDS

- Boards are 4' x 8'
- Prices include production and upkeep
- Possible Television and Newspaper exposure from crowd shots
- Single Boards
\$2500.00
- Double Boards
\$4750.00
- Endzone/Midfield Boards (4' x 16')
\$10,000.00/Pair

ON FIELD LOGOS



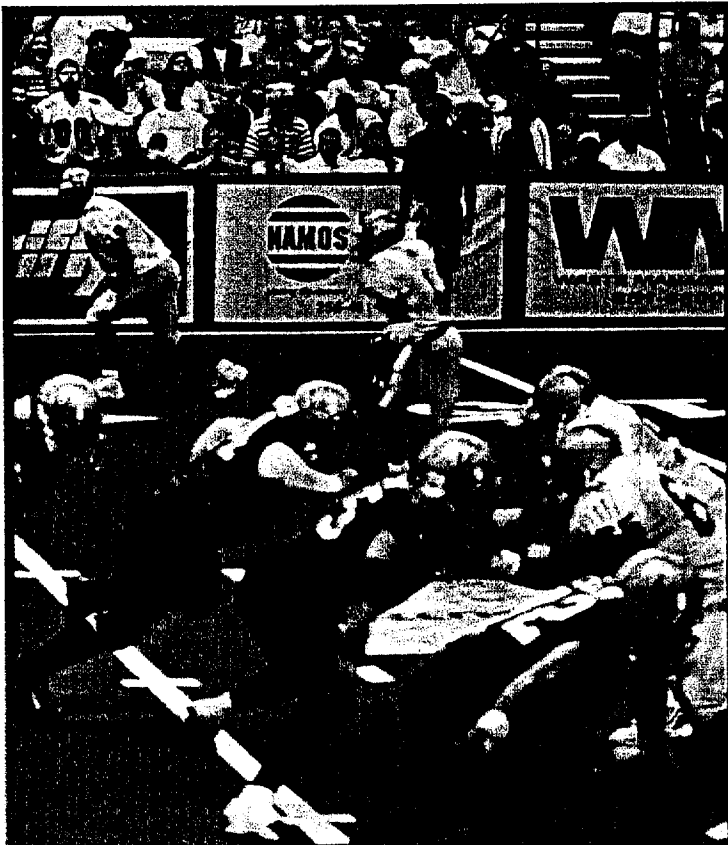
G 5 10 15 20 25 20 15 10 5 G
 A - \$10,000.00/PAIR
 B - \$10,000.00/PAIR
 C - \$15,000.00/PAIR
 (All logos are 6' x 9'
 2 Year Deal)

BANNERS

- Banners are 3' x 15'
- Single Banner
\$2000.00
- Double Banner
\$3750.00

BACKLIT SIGNAGE

- Signs are 2.5' x 8'
- Your sign at every event in the arena
- \$5000.00 plus Artwork
(3 Year Deal)



SPECIALTY ADVERTISING

Dance Team	\$5,000.00
Pocket Schedules	\$5,000.00/Panel
Ticket Backs	\$10,000.00
Player Jersey Logo	\$7,500.00
Player Helmet Logo	\$7,500.00
PA/Scoreboard Adv.	\$50.00/Game
Viperville	\$1,000.00

GAME NIGHT PROMOTIONS

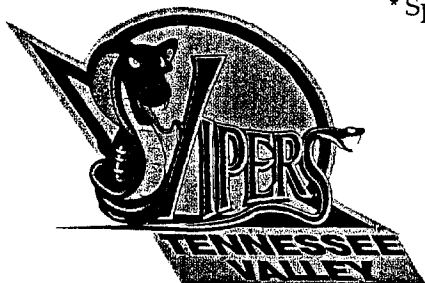
Premium Giveaways, The Dallas Cowboy Cheerleaders, TRADEMARK Promotions, etc.

REEL: 002299 FRAME: 0147

PROGRAM ADVERTISING

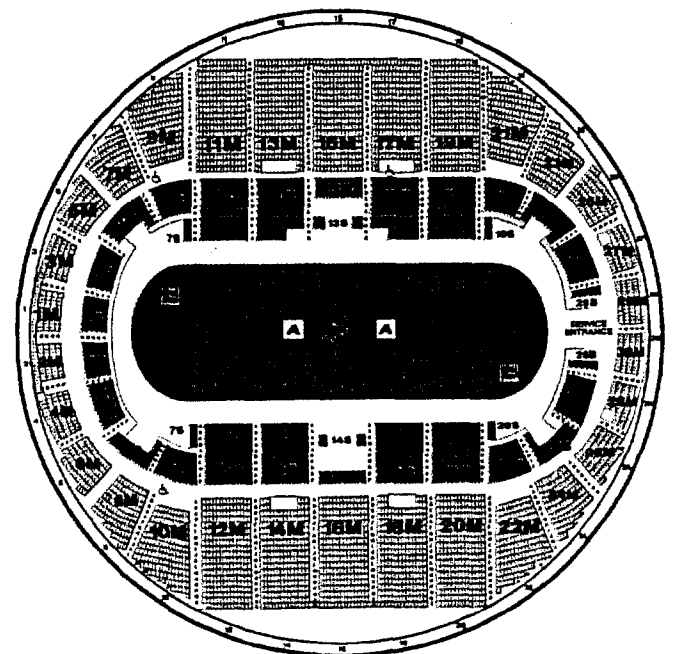
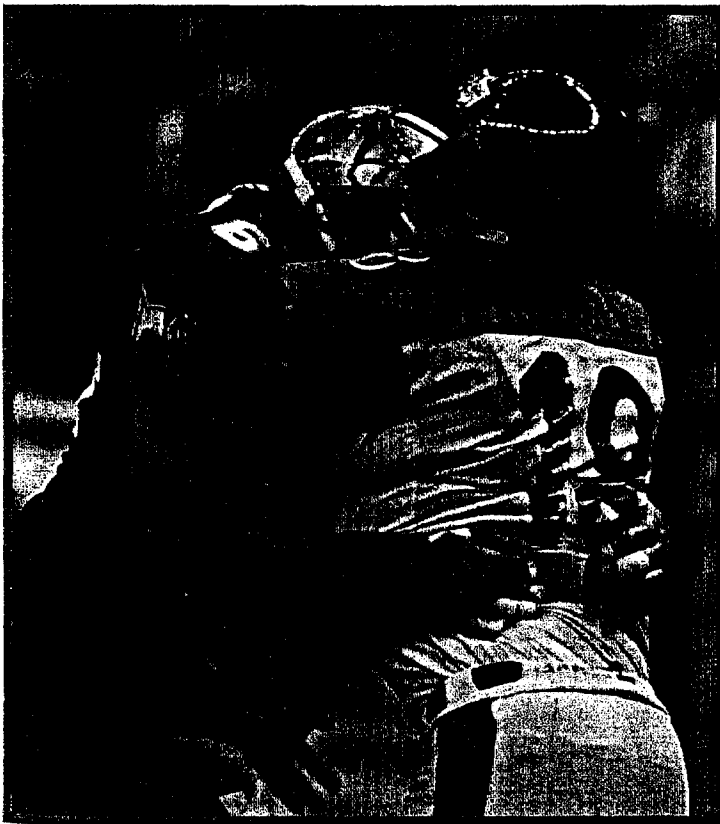
<u>Standard</u>	<u>B&W</u>	<u>Color*</u>	<u>Size</u>
Full Page	\$1500.00	\$1800.00	7.5" x 10"
Half Page	\$850.00	\$1020.00	3.75" x 10" 5" x 7.5"
Quarter Page	\$500.00	N/A	3.5" x 5" 2.5" x 7.5"
Eighth Page	\$300.00	N/A	2.5" x 3.375"
Inside Front Cover			
Full Page	\$2500.00	Yes	7.5" x 10"
Inside Back Cover			
Full Page	\$2000.00	Yes	7.5" x 10"
Back Cover			
Full Page	\$3000.00	Yes	7.5" x 10"
Center Scorecard	\$4000.00	Yes	

* Sponsor to provide separations and proof



THE VIPER PIT SEASON TICKETS

VBC ARENA



S-Side \$200.00 • B-Side ~~TRADEMARK~~ Mezzanine \$80.00
REEL: 002299 FRAME: 0148

How 'Bout Them Vipers!

- 5 Standing Room Only Crowds!
- Set all-time attendance record for sporting event in the Von Braun Center 5 times!
- 8-1 Home Record!
- Home playoff game gave sponsors extra exposure!
- 3 Games on TV, including championship game on TNN!
- 3 Players names to All-League Team!
- Averaged 94.3% of Capacity (6,237 Fans/Game)



VON BRAUN CENTER
700 MONROE STREET
HUNTSVILLE, AL 35801
(256) 551-3240
FAX (256) 551-3242
www.vipersaf2.com