

08-21-2001

D

Commissioner of Patents and Trademark



original documents or copy thereof

1. Name of conveying party(ies):
Just Balls, Inc.
4478 Route 27
Kingston, New Jersey 08528

101817664
08/06/01

Address of receiving party(ies):

The Sports Authority Michigan, Inc.
3383 N. State Road 7
Fort Lauderdale, FL 33319

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

Individual(s) citizenship:
 Association:
 General Partnership:
 Limited Partnership:
 Corporation-State: Michigan
 Other:

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached: N/A
 Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached?
 Yes No

Execution Date: April 20, 2001

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

A. Trademark Application No.(s)
75/585,337

B. Trademark Registration No.(s)

Yes No

Additional numbers attached?
No.

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

Michael A. Lisi
Rader, Fishman & Grauer PLLC
39533 Woodward Avenue
Suite 140
Bloomfield Hills, Michigan 48304
(248) 594-0629

6. Total number of applications and registrations involved: One (1)

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

Enclosed

Authorized to be charged to deposit account.

8. Deposit Account Number: 18-0013
(Attach duplicate copy of this page if using deposit account)

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.

Michael A. Lisi
Name

Michael A. Lisi
Signature

August 3, 2001
Date

Total number of pages with cover sheet 2

R0117658.DOC

08/21/2001 GTDN11 00000059 180013 75585337
01 FC:481 40.00 CH



08-06-2001
U.S. Patent & TMOtc/TM Mail Rcpt Dt. #75

TRADEMARK
REEL: 002351 FRAME: 0509

Assignment

ASSIGNMENT made this 20th day of April, 2001 by and between JUST BALLS, INC. . a corporation of the state of Delaware with a principal address at 4478 Route 27, Kingston, New Jersey 08528 ("Assignor"), and THE SPORTS AUTHORITY MICHIGAN, INC., a corporation of the State of Michigan, with a principal address at 306 South Washington, Suite 224, Royal Oak, Michigan 48067 ("Assignee").

WHEREAS, Assignor owns, has used continuously in interstate commerce since July, 1998, and is using the trade names and service marks BALL AUTHORITY and THE BALL AUTHORITY and related logotypes, and Assignor owns U.S. Trademark App. Ser. No. 75-585,337 for the mark THE BALL AUTHORITY for use on and in connection with services specified as: "*on-line retail services in the category of sporting goods, toys, fitness equipment, and related accessories, namely bags, ball machines, ball storage products, sports training equipment, pet-toys, golf tees, air pumps, pump needles, goals for basketball, soccer, hockey, lacrosse, informational books, videos, CD-ROMs, and other media about balls and ball sports including the rules of the game*" (collectively, the "Marks"); and

WHEREAS, Assignee desires to acquire the Marks and the goodwill of the business associated therewith;

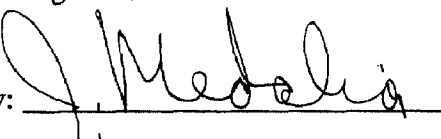
NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all of its right, title, and interest in and to the Marks together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

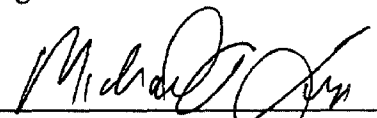
Assignor agrees that upon request by Assignee, at Assignee's expense, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to perfect Assignee's rights in the Marks or to record or prove this Assignment.

This Assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

JUST BALLS, INC.
("Assignor")

By: 
Title: Pres.

THE SPORTS AUTHORITY MICHIGAN, INC.
("Assignee")

By: 
Michael A. Lisi, SVP, General Counsel
& Secretary



08-06-2001

U.S. Patent & TMOfo/TM Mail Rept Dt. #75