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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office



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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

The Upper Deck Company, LLC

- Individual(s), Association, General Partnership, Limited 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: National Hockey League

Internal Address:

Address:

Street Address: 1251 Avenue of the Americas

City: New York State: NY Zip: 10020-1192

- Individual(s) citizenship, Association Canadian not-for-profit

General Partnership

Limited Partnership

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: August 15, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,293,952 2,360,979

Additional number(s) attached Yes No

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

Name: Kevin F. Cahill

Internal Address:

Street Address: The Upper Deck Company, LLC 5909 Sea Otter Place

City: Carlsbad State: CA Zip: 92008

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: 210750

(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 copy is a true copy of the original document.

Kevin F. Cahill

Name of Person Signing

Signature

August 27, 2001 Date

Total number of pages including cover sheet, attachments, and document: 4

09/06/2001 LNUELLER 00000103 210750 2293952

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

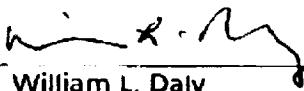
01 FC:481 40.00 CH 02 FC:482 25.00 CH

TRADEMARK REEL: 002363 FRAME: 0177

DESIGNATION OF DOMESTIC REPRESENTATIVE

Mary J. Sotis, whose postal address is NHL Enterprises, L.P., 1251 Avenue of the Americas, New York, New York 10020-1198, is hereby designated the National Hockey League's representative upon whom notice of process in proceedings affecting the marks that are the subject matter of this registration may be served.

NATIONAL HOCKEY LEAGUE

By: 
Name: William L. Daly
Title: Executive Vice President,
Chief Legal Officer

Date: August 16, 2001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF TRADEMARK REGISTRATIONS

WHEREAS, The Upper Deck Company, LLC, a Delaware limited liability company with its principal place of business at 5909 Sea Otter Place, Carlsbad, California, 92008-6621 ("Assignor"), is the owner of the U.S. Trademark registrations (the "Marks"), listed in Schedule A attached hereto.

WHEREAS, Assignor wishes to transfer all right, title and interest in an to the Marks, including the registrations thereof, together with the goodwill symbolized by the Marks to the National Hockey League, a Canadian Not-For-Profit Association ("Assignee"); and

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the said Marks, including the registration thereof, together with the goodwill symbolized by the Marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to the Assignee, Assignor's entire right, title and interest in and to the Marks, including the registrations thereof, together with the goodwill symbolized by the Marks.

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

THE UPPER DECK COMPANY, LLC

Dated: 8.15.01

By: [Signature]
Name: Kevin F. Cahill
Title: Director of legal Affairs

STATE OF CALIFORNIA)
)
COUNTY OF)

Oh this 17 of August 2001, before me appeared Kevin F. Cahill, the person who signed the foregoing instrument, who acknowledged that he signed it as a free act on behalf of The Upper Deck Company LLC, a Delaware limited liability company, with authority to do so.

[Signature]
Notary Public



SCHEDULE A

<u>MARK</u>	<u>INT'L CLASS</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
ICE	16	2,293,952	November 23, 1999
Miscellaneous Design	16	2,360,979	June 27, 2000