



01-11-2002

U.S. Department of Commerce
Patent and Trademark Office

01-02-2002

REC



U.S. Patent & TMO/c/TM Mail Rpt/Dt. #22

101942374

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

1. Name of conveying party(ies):

Toronto Blue Jays Baseball Club

Individual(s) Association
 General Partnership **Limited Partnership -
Canada (Ontario)**

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

1-2-2002

2. Name and Address of receiving party(ies)

Name: **Rogers Blue Jays Baseball Partnership**

Address:

**One Blue Jays Way
Suite 3200
Toronto, Ontario M5V 1J1
Canada**

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 17, 2001

Effective Date: December 14, 2000

General Partnership - Canada (Ontario)

Corporation- _____

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

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

A. Trademark Application No.(s)

76/159,048

B. Trademark Registration No.(s)

**2,018,557, 1,680,272, 1,590,475, 1,588,505,
1,177,880, 1,256,175, 1,147,362, 1,552,755,
1,258,241, 1,147,361, 1,591,105**

Additional numbers attached? Yes No

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

**Vejay G. Lalla, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799**

6. Total number of applications and registrations involved:

twelve (12)

7. Total fee (37 CFR 3.41)..... \$ **315**

PREVIOUSLY SUBMITTED

Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(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.

Mary L. Kevlin

Name of Person Signing

Mary L. Kevlin
Signature

1/2/02

Date

Total number of pages including cover sheet, attachments, and document: sixteen (16)

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Rogers Blue Jays Baseball Partnership, an Ontario general partnership (Canada), One Blue Jays Way, Suite 3200, Toronto, Ontario M5V 1J1, Canada, hereby appoints Mary L. Kevlin, Jeffrey H. Epstein, Arthur J. Greenbaum, David Goldberg, William M. Borchard, Baila H. Celedonia, Lynn S. Fruchter, Midge M. Hyman, Vejay G. Lalla and all other attorneys of Cowan, Liebowitz & Latman, P.C., 1133 Avenue of the Americas, New York, New York 10036-6799 as its domestic representative upon whom notices or process in proceedings affecting the Trademarks set forth on the attached schedule may be served.

ROGERS BLUE JAYS BASEBALL PARTNERSHIP
a General Partnership existing under the laws of the
Province of Ontario

By: _____



Name: Lisa Novak
Title: Senior Vice President, Administration and
Business Affairs of Toronto Blue Jays Baseball
Club, its General Partner

Date: Sep 14 / 01

102102

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

1. Name of conveying party(ies): **18-3-21**
Toronto Blue Jays Baseball Club

Individual(s) Association
 General Partnership **Limited Partnership -
Canada (Ontario)**

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

2. Name and Address of receiving party(ies)

Name: **Rogers Blue Jays Baseball Partnership**

Address:
**One Blue Jays Way
Suite 3200
Toronto, Ontario M5V 1J1
Canada**

X **General Partnership - Canada (Ontario)**
Corporation- _____

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: April 17, 2001
Effective Date: December 14, 2000

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

A. Trademark Application No.(s)
76/159,048

Additional numbers attached? Yes No

B. Trademark Registration No.(s)
please see attached schedule

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

**Vejay G. Lalla, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799**

6. Total number of applications and registrations involved:
twelve (12)

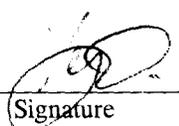
7. Total fee (37 CFR 3.41)..... \$ **315**
 Enclosed

Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415
(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.

Vejay G. Lalla  10/2/01
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: thirteen (13)

Mark	Classes	Status	Reg. #	Reg. Dt
BLUE JAY	31	Registered	2,018,557	11/26/96
BLUE JAYS	16, 25	Registered	1,680,272	3/24/92
BLUE JAYS (Stylized)	6, 16, 21	Registered	1,590,475	4/10/90
Blue Jays Cap Designation (Old)	6, 14, 16	Registered	1,588,505	3/27/90
Blue Jays Cap Designation (Old)	9, 11, 28	Registered	1,177,880	11/17/81
Blue Jays Cap Designation (Old) (Outline Version)	25	Registered	1,256,175	11/1/83
Blue Jays Home Jersey Lettering (Old)	41	Registered	1,147,362	2/17/81
Blue Jays Official Club Lettering (Old)	16, 21	Registered	1,552,755	8/22/89
Blue Jays Primary Logo (Old)	6, 14, 16, 18, 20, 21, 24, 25, 26	Registered	1,258,241	11/22/83
Blue Jays Primary Logo (Old)	41	Registered	1,147,361	2/17/81
Blue Jays Primary Logo (Old)	28	Registered	1,591,105	4/10/90

Schedule of Trademark Reg. Nos.

ASSIGNMENT OF TRADE MARKS AND COPYRIGHT

WHEREAS Toronto Blue Jays Baseball Club, having a principal office and place of business at One Blue Jays Way, Suite 3200, Toronto, Ontario, M5V 1J1 (hereinafter referred to as the "Assignor") on December 14, 2000 assigned, *inter alia*, various trade mark and copyright rights in respect of the Toronto Blue Jays Major League Club to Rogers Blue Jays Baseball Partnership, having its principal office and place of business at One Blue Jays Way, Suite 3200, Toronto, Ontario, M5V 1J1 (hereinafter referred to as the "Assignee");

AND WHEREAS the Assignor and Assignee wish to confirm and acknowledge in writing said assignment, and have the Assignee recorded as the owner of the Assigned Property;

NOW THEREFORE, in consideration of the sum of \$5.00 (Five Dollars) and other good and valuable consideration paid to it by the Assignee, the receipt and sufficiency of which is hereby acknowledged by the Assignor, by this document:

Assignment

1. The Assignor confirms that it has sold, assigned and transferred, and does hereby sell, assign and transfer unto the said Assignee:

(i) all of its right, title and interest in Canada in and to all its trade marks and trade mark applications and registrations relating to the Toronto Blue Jays Major League Club, including but not limited to the trade marks and trade mark applications and registrations set out in the attached Schedule "A" (the "Canadian Trade Marks");

(ii) all of its right, title and interest in the United States in and to all its trade marks and trade mark applications and registrations relating to the Toronto Blue Jays Major League Club, including but not limited to the trade marks and trade mark applications and registrations set out in the attached Schedule "B" (the "U.S. Trade Marks");

(iii) all of its common law rights in and to the Canadian Trade Marks and the U.S. Trade Marks;

(iv) all of the goodwill pertaining to the Canadian Trade Marks and the U.S. Trade Marks; and

(v) all of its right, title and interest in and to its copyright in all works relating to the Toronto Blue Jays Major League Club, including but not limited to, the registered Canadian copyrights and copyright assignments set out in the attached Schedule "C" (the "Copyrights")

(collectively referred to as the "Assigned Property"), the same all to be held and enjoyed by the Assignee as fully and completely as by the Assignor had the aforesaid rights in the Assigned Property not been assigned.

Acknowledgement

2. The Assignee hereby accepts and acknowledges the assignment of the Assigned Property and appoints Gowling Lafleur Henderson LLP, whose full post office address in Canada is Suite 2600, 160 Elgin Street, P.O. Box 466, Station D, Ottawa, Ontario, K1P 1C3 as the firm to which any notice in respect of the Trade Marks may be sent, and upon which service of any proceedings in respect of the Trade Marks may be given or served with the same effect as if they had been given to or saved upon the Assignee.

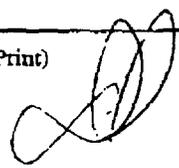
EXECUTED this 17th day of April, 2001.

Toronto Blue Jays Baseball Club

Per: _____
(Authorized Signing Officer)

David P. Miller
Vice President
General Counsel

Name: _____
(Print)



Title: _____
(Print)

Per: _____
(Authorized Signing Officer)

Name: _____
(Print)

Daphne Evans
Assistant Secretary

Title: _____
(Print)

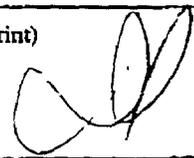
EXECUTED this 17th day of April, 2001.

Rogers Blue Jays Baseball Partnership

Per: _____
(Authorized Signing Officer)

David P. Miller
Vice President
General Counsel

Name: _____
(Print)



Title: _____
(Print)

Per: *[Signature]*
(Authorized Signing Officer)

Name: Daphne Evans
Assistant Secretary
(Print)

Title: _____
(Print)

Schedule "A"

Canadian Trade Mark Applications and Registrations

Canadian Trade Mark	Application No.	Registration No.
① 10TH ANNIVERSARY '86 & DESIGN	554,871	<i>abandoned</i> *
✓ ASHLEY PORTER & DESIGN	764,041	468,409
✓ ASHMEDE KARAMATH & DESIGN	764,039	470,535
✓ BALLGEAR	1,038,841	
✓ BEN ZICKLER & DESIGN	764,044	463,165
✓ BIRD DESIGN	826,484	492,372
✓ BJ2K	1,020,311	
✓ BLUE JAY	669,789	452,290
✓ BLUE JAY'S HEAD; DESIGN	402,482	257,268
✓ BLUE JAY2K	1,020,308	
✓ BLUE JAYS	401,224	277,394
✓ BLUE JAYS	401,225	231,659
✓ BLUE JAYS	686,816	413,102
✓ BLUE JAYS & BIRD DESIGN	592,407	361,184
✓ BLUE JAYS & BIRD DESIGN	826,485	503,744
✓ BLUE JAYS BIRD AND DESIGN	402,479	235,381
✓ BLUE JAYS BULL PEN & DESIGN	890,398	520,014
✓ BLUE JAYS FAN CLUB & DESIGN	543,237	347,209
✓ BLUE JAYS FAN'S CLUB 1990 & DESIGN	664,321	
✓ BLUE JAYS2K	1,020,309	
✓ BLUEJAY & DESIGN	402,481	231,657

✓	CATY CHEN & DESIGN	764,038	462,427
✓	CRUNCHY OLD ENGLISH SHEEPDOG & DESIGN	764,046	464,247
✓	DR. JAY & DESIGN	764,043	459,981
✓	DR. JAY CYBORG/ROBOT & DESIGN	764,037	459,980
✓	GEAIS BLEUS	401,223	230,247
✓	GET ON DECK	1,014,118	
✓	HIT-RUN-THROW & DESIGN	676,087	433,289
✓	J'S	401,593	230,396
✓	J2K	1,020,312	
✓	JAY2K	1,020,307	
✓	JAYS	401,227	230,248
2	JAYS	653,020	<i>Abandoned</i>
✓	JAYS2K	1,020,310	
✓	JR JAYS & DESIGN	764,045	460,104
✓	JUNIOR JAY	592,338	361,183
✓	LAMBERT FOX & DESIGN	764,040	457,354
✓	MILLION DOLLAR MONDAYS	887,872	<i>Inactive</i>
✓	PICK THE SEATS YOU LOVE AND THE TEAMS YOU HATE	1,014,119	
✓	RONNIE EDWARDS & DESIGN	764,042	469,068
✓	ST. CATHARINES BLUE JAYS	560,515	412,996
✓	ST. CATHARINES BLUE JAYS & DESIGN	560,516	413,235
✓	T & BLUE JAY & DESIGN	1,039,655	
✓	T & DESIGN	402,480	257,267

③	✓	THE ALL STAR SEASON & DESIGN	669,788	<i>abandoned</i>	X
④	✓	THE DRIVE OF '85	550,250	<i>abandoned</i>	X
⑤		THE DRIVE OF '85 & DESIGN	550,227	<i>abandoned</i>	X
✓		THE NEXT GENERATION	827,757	<i>Inactive</i>	
✓		TORONTO & DESIGN	402,477	231,656	
✓		TORONTO & DESIGN	402,478	255,722	
⑥	✓	TORONTO '91 ALL-STAR GAME & DESIGN	664,772	<i>abandoned</i>	X
✓		TORONTO BLUE JAYS	401,220	276,539	
✓		TORONTO BLUE JAYS	401,221	231,658	
✓		TORONTO BLUE JAYS & DESIGN	402,475	231,660	
✓		TORONTO BLUE JAYS & DESIGN	402,476	277,395	
✓		TORONTO BLUE JAYS DESIGN	826,486	503,285	
✓		TORONTO BLUE JAYS FAN CLUB & DESIGN	1,026,270		

Schedule "B"

United States Trade Mark Applications and Registrations

United States Trade Mark	Application No.	Registration No.
DESIGN ONLY	76-159,048	
BLUE JAY	74-162,401	2,018,557
TORONTO '91 ALL-STAR GAME and Design	74-092,038	<i>abandoned</i>
BLUE JAYS	73-839,067	1,680,272
BLUE JAYS	73-754,794	1,590,475
TORONTO BLUE JAYS	73-754,793	1,552,755
DESIGN ONLY	73-754,785	1,588,505
TORONTO BLUE JAYS and Design	73-754,765	1,591,105
DESIGN ONLY	73-282,433	1,256,175
DESIGN ONLY	73-217,858	1,177,880
TORONTO BLUE JAYS and Design	73-217,853	1,258,241
BLUE JAYS	73-113,016	1,147,362
TORONTO BLUE JAYS & Design	73-113,015	1,147,361

Schedule "C"**Registered Canadian Copyrights and Copyright Assignments**

1. "Toronto '91 All Star Game Logo", copyright assignment registration number 43993 from Savage Sloan Limited to Toronto Blue Jays Baseball Club, registered October 2, 1991.
2. "Toronto '91 All Star Game Logo", registration number 409501, owned by Office of The Commissioner of Baseball and Toronto Blue Jays Baseball Club registered October 2, 1991 as a Literary and Artistic Work (logo and typeface).
3. "Toronto Blue Jays Logo", registration number 363596, owned by Toronto Blue Jays Baseball Club registered September 2, 1987 as a Literary and Artistic Work (logo and typeface).

Record Owner: Toronto Blue Jays Baseball Club

<i>Country:</i>		United States					
<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>	
BLUE JAY	31	74/162,401	4/30/91	2,018,557	11/26/96	Registered	
BLUE JAYS	16, 25	73/839,067	11/14/89	1,680,272	3/24/92	Registered	
BLUE JAYS (Stylized)	6, 16, 21	73/754,794	9/29/88	1,590,475	4/10/90	Registered	
Blue Jays Cap Designation	25	76/159,048	11/3/00			Filed	
Blue Jays Cap Designation (Old)	6, 14, 16	73/754,785	9/29/88	1,588,505	3/27/90	Registered	
Blue Jays Cap Designation (Old)	9, 11, 28	73/217,858	5/31/79	1,177,880	11/17/81	Registered	
Blue Jays Cap Designation (Old) (Outline Version)	25	73/282,433	10/20/80	1,256,175	11/1/83	Registered	
Blue Jays Home Jersey Lettering (Old)	41	73/113,016	1/28/77	1,147,362	2/17/81	Registered	
Blue Jays Official Club Lettering (Old)	16, 21	73/754,793	9/29/88	1,552,755	8/22/89	Registered	
Blue Jays Primary Logo (Old)	28	73/754,765	9/29/88	1,591,105	4/10/90	Registered	
Blue Jays Primary Logo (Old)	41	73/113,015	1/28/77	1,147,361	2/17/81	Registered	
Blue Jays Primary Logo (Old)	6, 14, 16, 18, 20, 21, 24, 25, 26	73/217,853	5/31/79	1,258,241	11/22/83	Registered	