

03-21-2002

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FORM PTO-1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Tab settings

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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):

Dick's Sporting Goods, Inc.

3-11-02

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

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

2. Name and address of receiving party(ies)

Name: American Sports Licensing, Inc.

Internal Address:

Street Address: Suite 1700 1201 Market Street

City: Wilmington State: DE ZIP: 19801

- Individual(s) citizenship, Association, 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, Security Agreement, Other, Merger, Change of Name

Execution Date:

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,476,834

Additional numbers attached? Yes No

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

Name: Hugh D. Jaeger

Internal Address:

Street Address:

1000 Superior Blvd., Suite 302

City: Wayzata State: MN ZIP: 55391

6. Total number of applications and registrations involved:

1

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

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

10-0230

(Attach duplicate copy of this page if paying by deposit account)

03/20/2002 DBYNE 00000782 2476834 40.00 01 FC 481

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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.

Hugh D. Jaeger Name of Person Signing

Signature

3-7-02

Date

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

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

TRADEMARK REEL: 002465 FRAME: 0498

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,476,834

Registered Aug. 7, 2001

**SERVICE MARK
SUPPLEMENTAL REGISTER**

THE ULTIMATE ONLINE SPORTING GOODS STORE

DICK'S SPORTING GOODS, INC. (DELAWARE
CORPORATION)
400 FAIRWAY DRIVE
CORAOPOLIS, PA 15108

FOR: COMPUTERIZED ON-LINE ORDERING
SERVICES IN THE FIELD OF SPORTING GOODS
AND CLOTHING VIA A GLOBAL COMPUTER
NETWORK; RETAIL AND WHOLESALE DISTRI-
BUTORSHIPS IN THE FIELD OF SPORTING
GOODS AND CLOTHING VIA A GLOBAL COMPU-
TER NETWORK, IN CLASS 35 (U.S. CLS. 100, 101
AND 102).

FIRST USE 10-7-1999; IN COMMERCE 10-7-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ONLINE SPORTING GOODS
STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 75-911,198, FILED P.R. 2-4-2000; AM. S.R.
1-31-2001.

SCOTT OSCLICK, EXAMINING ATTORNEY