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

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

1. Name of conveying party(ies): 11-27-02
Columbus Blue Jackets Foundation

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - Ohio
 Other _____

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

2. Name and address of receiving party(ies)
Name: National Hockey League
Internal
Address: _____
Street Address: 1251 Avenue of Americas
City: New York State: NY Zip: 10020

Individual(s) citizenship _____
 Association Canada
 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: November 12, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2,520,187

Additional number(s) attached Yes No

6. Total number of applications and registrations involved:

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Alison Nunez
Internal Address: NHL Enterprises, L.P.
Street Address: 1251 Avenue of Americas
City: New York State: NY Zip: 10020

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
500205
(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.
Alison Nunez
Name of Person Signing Alison Nunez Signature November 01, 2002 Date

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

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

12/06/2002 GT0N11 00000133 500205 2520187
01 FC:8521 40.00 CH

TRADEMARK
REEL: 002630 FRAME: 0107

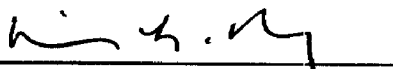
DESIGNATION OF DOMESTIC REPRESENTATIVE

2520187

Thomas H. Prochnow, whose postal address is NHL Enterprises, L.P., 1251 Avenue of the Americas, New York, New York 10020-1198, is hereby designated Registrant's representative upon whom notice of process in proceedings affecting the marks that are the subject matter of these registrations may be served.

NATIONAL HOCKEY LEAGUE

Dated: November 20, 2002

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

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is executed this 12th day of November, 2002, by Columbus Blue Jackets Foundation, an Ohio non-profit corporation, with its principal place of business at 200 West Nationwide Boulevard, Columbus, Ohio 43215 ("Assignor"), in favor of the National Hockey League, a Canadian association, with its principal place of business at 1251 Avenue of the Americas, New York, New York 10020 ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted and used the trademark HATS FOR HEROES (the "Mark"); and

WHEREAS, Assignor is desirous of transferring all right, title and interest in and to the Mark, including the registration thereof (U.S. Reg. No. 2,520,187), together with the goodwill symbolized by the Mark, to Assignee; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark, including the registration thereof (U.S. Reg. No. 2,520,187), together with the goodwill symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, Assignor does hereby sell, assign, transfer and set over to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof (U.S. Reg. No. 2,520,187).

Assignee may record this Assignment of Trademarks and shall bear all costs associated with doing so.

COLUMBUS BLUE JACKETS FOUNDATION

By: Wendy Peterson
Printed: WENBY PETERSON
Title: Director

STATE OF Ohio)
) SS:
COUNTY OF Franklin

Before me, a Notary Public in and for said County and State, personally appeared Wendy Peterson of the Columbus Blue Jackets Foundation, an Ohio non-profit corporation, who, after having been duly sworn, acknowledged the execution of the foregoing Assignment of Trademarks for and on behalf of such corporation.

WITNESS, my hand and Notarial Seal this 12th day of November, 2002

Printed: Gregory W. Kinsten, Notary Public

Gregory W. Kinsten

My Commission Expires:

My County of Residence:

No Expiration

Franklin

GREGORY W. KINSTEN, ESQUIRE, Notary Public
NOTARY PUBLIC, STATE OF OHIO
My commission has no expiration date.
Section 147.03 R.C.