

01-17-2003

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



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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): Celtics Basketball, L.P. 1-13-03
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other Delaware limited partnership
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Banner Seventeen, LLC
Internal Address:
Street Address: 92 Hayden Avenue
City: Lexington State: MA Zip: 02421
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State
Other Delaware limited liability company
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: 12/31/2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) See attached list
B. Trademark Registration No.(s) See attached list
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Miriam J. Rovner
Internal Address: Senior Legal Assistant
Street Address: Goodwin Procter LLP Exchange Place, 53 State Street
City: Boston State: MA Zip: 02109

6. Total number of applications and registrations involved: 29
7. Total fee (37 CFR 3.41): \$ 700.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number: 07-1700

OFFICE OF PUBLIC RECORDS
2003 JAN 13 AM 7:25
FINANCE SECTION

DO NOT USE THIS SPACE

9. Signature.
Robert M. O'Connell, Jr. Signature
January 13, 2003 Date

Total number of pages including cover sheet, attachments, and document: 8

01/17/2003 LNUELLER 00000005 071700 1003134
01 FC:8521 40.00 CH 40.00 DP
02 FC:8522 660.00 DP

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

TRADEMARK
REEL: 002651 FRAME: 0769

Exhibit 1

Registered Trademarks

<u>Trademark</u>	<u>Registration Numbers</u>	<u>Reg. Date</u>
BOSTON CELTICS	1,003,131	1/28/75
BOSTON CELTICS AND DESIGN	1,806,185	11/23/93
BOSTON CELTICS AND DESIGN	2,001,168	9/17/96
BOSTON CELTICS AND DESIGN	2,001,169	9/17/96
BOSTON CELTICS AND DESIGN	2,195,362	10/13/98
BOSTON CELTICS AND DESIGN	2,325,752	3/7/00
BOSTON CELTICS AND DESIGN	2,503,956	11/6/01
BOSTON CELTICS AND DESIGN	2,593,912	7/16/02
BOSTON CELTICS AND DESIGN	2,606,814	8/13/02
CELTICS	970,431	10/9/73
CELTICS AND DESIGN	2,441,327	4/3/01
CELTICS AND SHAMROCK DESIGN	2,643,241	10/29/02
CELTICS AND SHAMROCK DESIGN	2,540,918	2/19/02
CELTICS AND SHAMROCK DESIGN	2,525,562	1/1/02
CELTICS AND SHAMROCK DESIGN	2,532,515	1/22/02
GET PUMPED	2,309,752	1/18/00
GET PUMPED	2,278,441	9/14/99
GET PUMPED	2,265,646	7/27/99
GET PUMPED	2,279,966	9/21/99
GET PUMPED LEPRECHAUN DESIGN	2,273,018	8/24/99
GET PUMPED LEPRECHAUN DESIGN	2,286,418	10/12/99
GET PUMPED LEPRECHAUN DESIGN	2,271,150	8/17/99
GET PUMPED LEPRECHAUN DESIGN	2,286,417	10/12/99
LEPRECHAUN DESIGN	995,738	10/15/74
LEPRECHAUN DESIGN	2,193,895	10/06/98
NEW YORK CELTICS	2,101,740	9/30/97
ORIGINAL CELTICS	2,065,322	5/27/97

Pending Trademark Applications

<u>Trademark</u>	<u>Serial Number</u>	<u>Filing Date</u>
THE CELTICS FAST BREAK	75/448,419	03/11/98

TRADEMARK ASSIGNMENT

This Agreement is made on the 31st day of December, 2002, between Celtics Basketball, L.P., a limited partnership, the full post office address of whose principal office or place of business is 151 Merrimac Street, Fifth Floor, Boston, Massachusetts 02114 (hereinafter, "ASSIGNOR"), and Banner Seventeen, LLC, a limited liability company, the full post office address of whose principal office or place of business is 92 Hayden Avenue, Lexington, Massachusetts 02421 (hereinafter, "ASSIGNEE").

WHEREAS, ASSIGNOR, the owner of the Boston Celtics, a member team of the National Basketball Association, owns, has adopted, has used and is using the trademarks and service marks and related applications and registrations identified by the U.S. and Canadian trademark/service mark applications and registrations identified in Schedule A, attached hereto as Exhibit 1 (the "TRADEMARKS").

WHEREAS, ASSIGNEE is desirous of acquiring said trademarks and service marks and the applications and registrations thereof.

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Trademarks, together with the

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5950/53750-272 NYWORD/100420 v1


**TRADEMARK**  
**REEL: 002651 FRAME: 0771**

goodwill associated with the business in connection with which the Trademarks have been used.

IN TESTIMONY WHEREOF, the parties have executed this Assignment by their duly authorized officers.

CELTICS BASKETBALL, L.P.

BANNER SEVENTEEN, LLC

By:   
(Signature)

Name: RICHARD G. BOND  
Title: EXECUTIVE VICE PRESIDENT

By: \_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_

goodwill associated with the business in connection with which  
the Trademarks have been used.

IN TESTIMONY WHEREOF, the parties have executed this  
Assignment by their duly authorized officers.

CELTICS BASKETBALL, L.P.

BANNER SEVENTEEN, LLC

By: \_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

By: WKL  
(Signature)

Name: Wycliffe K. Grousbeck

Title: Chief Executive Officer

EXHIBIT 1

BOSTON CELTICS TRADEMARKS

# BOSTON CELTICS TRADEMARKS - UNITED STATES

Report Date: 12/30/02

Page:

Mark:	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
1525	United States	6, 16, 18, 25, 28, 41	Celtics Basketball L.P.	72/440648	11/8/72	1003131	1/28/75		No
2808	United States	25, 41	Celtics Basketball L.P.	74/301220	8/3/92	1806185	11/23/93		No
12397	United States	28	Celtics Basketball L.P.	74/715752	8/15/95	2,001,168	9/17/96		No
12415	United States	16	Celtics Basketball L.P.	74/715753	8/15/95	2,001,169	9/17/96		No
21319	United States	18	Celtics Basketball L.P.	75/325386	7/16/97	2195362	10/13/98		No
26053	United States	9	Celtics Basketball L.P.	75/574741	10/21/98	2325752	3/7/00		No
28789	United States	38	Celtics Basketball L.P.	76/147511	10/4/00	2503956	11/6/01		Yes
28791	United States	42	Celtics Basketball L.P.	76/147509	10/4/00	2593912	7/16/02		Yes
28796	United States	35	Celtics Basketball L.P.	76/147510	10/4/00	2606814	8/13/02		Yes
1524	United States	41	Celtics Basketball L.P.	440595	11/8/72	970431	10/9/73		No
23950	United States	28	Celtics Basketball L.P.	75/511160	6/30/98	2441327	4/3/01	4/20/99	Yes
25761	United States	9	Celtics Basketball L.P.	75/602072	12/9/98			3/7/00	No
25763	United States	16	Celtics Basketball L.P.	75/602057	12/9/98	2643241	10/29/02	12/7/99	No
25765	United States	25	Celtics Basketball L.P.	75/602066	12/9/98	2540918	2/19/02	11/23/99	Yes
25766	United States	28	Celtics Basketball L.P.	75/602073	12/9/98	2525562	1/1/02	11/30/99	No
25767	United States	41	Celtics Basketball L.P.	75/603410	12/9/98	2532515	1/22/02	11/30/99	No
22139	United States	9	Celtics Basketball L.P.	75/389292	11/13/97	2309752	1/18/00	12/15/98	Yes
22140	United States	16	Celtics Basketball L.P.	75/389293	11/13/97	2278441	9/14/99	11/17/98	Yes
22141	United States	25	Celtics Basketball L.P.	75/389290	11/13/97	2265646	7/27/99	11/24/98	Yes
22142	United States	41	Celtics Basketball L.P.	75/389291	11/13/97	2279966	9/21/99	12/1/98	Yes
22323	United States	16	Celtics Basketball L.P.	75/392745	11/19/97	2273018	8/24/99	9/29/98	Yes
22324	United States	9	Celtics Basketball L.P.	75/392654	11/19/97	2286418	10/12/99	12/1/98	Yes
22325	United States	25	Celtics Basketball L.P.	75/392878	11/19/97	2,271,150	8/17/99	9/22/98	Yes
22326	United States	41	Celtics Basketball L.P.	75/392652	11/19/97	2286417	10/12/99	9/22/98	Yes
1526	United States	6, 16, 18, 25, 28, 41	Celtics Basketball L.P.	440534	11/8/72	995738	10/15/74		No
22327	United States	25	Celtics Basketball L.P.	75/392653	11/19/97	2193895	10/6/98		No

TRADEMARK

REEL: 002651 FRAME: 0775

Miriam J. Rovner  
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mrovner@  
goodwinprocter.com

Goodwin Procter LLP  
Counsellors at Law  
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Boston, MA 02109  
T: 617.570.1000  
F: 617.523.1231

January 13, 2003

**VIA EXPRESS MAIL**

U. S. Patents and Trademark Office  
Box Assignments  
Washington, DC 20231

EL 953900632US

**Re: Recordation of Trademark Assignment  
Celtics Basketball, L.P./Banner Seventeen, LLC  
Ref. No 104517-139253**

Dear Sir or Madam:

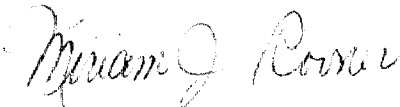
Enclosed please find the following documents for recordation:

1. Trademark recordation form cover sheet;
2. Trademark Assignment;
3. A check in the amount of \$700.00 to cover the recordation fees pursuant to 37 C.F.R. 3.41; and
4. A return postcard for acknowledgment of your receipt of these documents.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 07-1700.

If you have any questions regarding these documents, please call me at (617) 570-1292.

Sincerely,



Miriam J. Rovner  
Senior Legal Assistant

MJR:clk

Enclosures

cc: Louis F. Januzzi, Esq. (with enclosures)  
Stephen M. Gianelli, Esq. (with enclosures)

LIBC/1660785.1