

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ernie Banks International, Inc.		01/30/2004	CORPORATION:

RECEIVING PARTY DATA

Name:	500 Home Run Club, LLC
Street Address:	520 Washington Boulevard, Suite 284
City:	Marina Del Ray
State/Country:	CALIFORNIA
Postal Code:	90292
Entity Type:	Limited Liability Company:

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78181075	500 HOME RUN CLUB
Serial Number:	76308403	500 HOME RUN CLUB

CORRESPONDENCE DATA

Fax Number: (215)568-7707

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-568-7788

Email: mliverant@kennedyliverant.com

Correspondent Name: Marc A. Liverant

Address Line 1: 1500 JFK Boulevard, Suite 1306

Address Line 4: Philadelphia, PENNSYLVANIA 19102

NAME OF SUBMITTER:

Marc A. Liverant

Total Attachments: 1

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OP \$65.00 78181075

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TRADEMARK
REEL: 002794 FRAME: 0558

Trademark Assignment

WHEREAS, Ernie Banks International, Inc., an Illinois corporation, with its principal place of business at 60 East Chestnut, Suite 4112, Chicago, IL ("Assignor"), owns and has a bona fide intent to use the Mark 500 HOME RUN CLUB ("the Mark") in connection with the following goods and/or services: prerecorded video tapes and DVDs featuring information about baseball players; radios and video cassette recorders; computer and video game equipment, namely computer and video game cartridges; collectible coins and ingots of precious metal; trading cards, posters, photographs, paper place mats, stamps in the nature of commemorative stamps, stickers, printed round trading card discs, general purpose paper and plastic bags, and cardboard boxes; figures made from plaster or plastic; figures made from china, porcelain, glass, earthenware or crystal, beverage glassware, plastic cups and portable plastic containers for storing household goods; stand alone video game machines, hand-held and tabletop units for playing electronic games, and replica autograph sports balls; beverages, namely, herbal food, bubble gum, candy, pizza, popped pop corn; and apparel, namely, caps, baseball jerseys, and t-shirts; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the mark in commerce in connection with the above-described goods and/or services, Application Serial No. 78181075, filed on November 1, 2002 and Application Serial No. 76308403, filed on September 4, 2001; and

WHEREAS, 500 Home Run Club, LLC, a California limited liability company ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including all goodwill associated therewith, and the pending Applications therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark.

Ernie Banks International, Inc.

By: 

Name: Liz Banks

Title: President

Dated effective as of: 1-30-2004