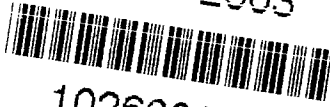


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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Comite International Olympique
Individual(s) Association General Partnership Limited Partnership Corporation-State Other Switzerland association
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: United States Olympic Committee
Internal Address:
Street Address: One Olympic Plaza
City: Colorado Springs State: CO Zip: 80909
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State US congressionally chartered 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: September 29, 2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 2,739,462
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Clifford W. Browning
Internal Address:
Street Address: Bank One Center/Tower 111 Monument Circle, Suite 3700
City: Indianapolis State: IN Zip: 46204

7. Total fee (37 CFR 3.41) \$ 40.00
Enclosed Authorized to be charged to deposit account
8. Deposit account number: 23-3030
(Attach duplicate copy of this page if paying by deposit account)

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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.
Clifford W. Browning Signature October 23, 2003 Date

Total number of pages including cover sheet, attachments, and document: 2

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



10-27-2003

U.S. Patent & TMO/TM Mail Rcpt Dt. #11

TRADEMARK REEL: 002863 FRAME: 0641

## TRADEMARK ASSIGNMENT

WHEREAS, the Comité International Olympique, a Switzerland association located at Château de Vidy, 1007 Lausanne, Switzerland (hereinafter "Assignor"), has registered the following mark in the United States Patent and Trademark Office:

| <u>MARK</u> | <u>REG. NO.</u> | <u>REG. DATE</u> |
|-------------|-----------------|------------------|
| TORINO 2006 | 2,739,462       | July 22, 2003    |

WHEREAS, the United States Olympic Committee, a United States congressionally chartered corporation located at One Olympic Plaza, Colorado Springs, Colorado, 80909 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

Comité International Olympique

By: 

Title: Howard N. Shupp, TOC Director of legal Affairs

Date: September 29, 2003