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

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

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

1. Name of conveying party(ies):

Streetball Partners International, Inc.

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

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

2. Name and address of receiving party(ies)

Name: Host Communications, Inc.

Internal

Address:

Street Address: 546 East Main Street

City: Lexington State: KY Zip: 40596

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Kentucky
- 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: July 1, 2001 (nunc pro tunc)

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

A. Trademark Application No.(s)  
76/025164  
76/066033  
75/266817

1997683	2321293	2241083
2428957	2179032	1844508
B. Trademark Registration No.(s)		1589427
		1928587

Additional number(s) attached  Yes  No

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

Name: J. Michael Hurst

Internal Address:

Dinsmore & Shohl, LLP

Street Address: 1900 Chemed Center  
255 East Fifth Street

City: Cincinnati State: Ohio Zip: 45202

6. Total number of applications and registrations involved:  11

7. Total fee (37 CFR 3.41) \$ 290.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

Free OK

(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.

J. Michael Hurst

Name of Person Signing

*J. Michael Hurst*  
Signature

09.01.01

Date

Total number of pages including cover sheet, attachments, and document:  4

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

**Assignment of Trademarks**

This **Assignment of Trademarks** is made and entered into by and between **Streetball Partners International, Inc.**, a Delaware Corporation located at 546 East Main Street, Lexington, Kentucky 40596, ("Assignor"), and **Host Communications, Inc.**, a Kentucky Corporation located at 546 East Main Street, Lexington, Kentucky 40596 ("Assignee").

WHEREAS, Assignor has adopted and is the exclusive owner of all right, title and interest in and to various United States trademark applications and registrations as set forth on the attached "Schedule of Trademarks", which are referred to hereinafter as the Marks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, along with the goodwill associated therewith.

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 Marks, together with the goodwill symbolized by the Marks, and the registrations, applications and/or common law uses thereof, *nunc pro tunc*, effective as of July 1, 2001.

IN WITNESS WHEREOF, the parties have caused this instrument to be duly executed as of the day and year first written above.

**Streetball Partners International, Inc.**

**Host Communications, Inc.**

By Jerry L. Felix

By Jerry L. Felix

Jerry L. Felix  
Chief Financial Officer

Jerry L. Felix  
Chief Financial Officer

## Schedule of Trademarks

Mark	Owner	Goods	Status
GET OUT OF THE CROWD AND INTO THE GAME	Streetball Partners International, Inc.	Entertainment services in the nature of arranging and conducting athletic competitions, namely basketball, golf and football competitions.	Registered Reg. No. 2,321,293
GOLF SKILLS CHALLENGE & DESIGN	Streetball Partners International, Inc.	Entertainment services in the nature of professional and amateur golfing events.	Registered Reg. No. 2,179,032
HOOP-D-DO	Streetball Partners International, Inc.	Entertainment services in the nature of amateur basketball tournaments.	Registered Reg. No. 2,241,033
HOOP-IT-UP	Streetball Partners International, Inc.	T-shirts, shorts, hats and sweatshirts.	Registered Reg. No. 1,844,508
HOOP-IT-UP	Streetball Partners International, Inc.	Entertainment services - namely, conducting basketball contests.	Registered Reg. No. 1,589,417
KICK-IT-UP	Streetball Partners International, Inc.	Entertainment services in the nature of amateur soccer tournaments.	Pending Ser. No. 76/025144
LET-IT-FLY	Streetball Partners International, Inc.	Entertainment services in the nature of amateur football tournaments.	Registered Reg. No. 2,428,917
REV-IT-UP	Streetball Partners International, Inc.	Entertainment and educational services in the nature of teaching automobile driving skills and providing racing competitions. Entertainment services in the nature of sponsoring and engaging in test driving high performance automobiles.	Pending Ser. No. 76/066033
SPIKE-IT-UP	Streetball Partners International, Inc.	T-shirts, shorts, hats, sweatshirts and sweatpants. Entertainment services in the nature of live volleyball tournaments.	Registered Reg. No. 1,928,587

Mark	Owner	Goods	Status
STOP HACKIN' QUIT CRYIN' PLAY BALL	Streetball Partners International, Inc.	T-shirts, sweatshirts, sweatpants, shorts, tank tops, jerseys, sport shirts, pants, warmup suits, jackets, rain coats, hats and caps.	Registered Reg. No. 1,997,603
WHO'S GOT NEXT	Streetball Partners International, Inc.	Clothing, namely, t- shirts, shorts, hats and sweatshirts. Entertainment services, namely, conducting basketball contests.	Pending (Suspended) Ser. No. 75/266817