

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
Black By Popular Demand, Inc.		09/22/2004	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	The Negro Leagues Baseball Museum, Inc.		
Street Address:	1616 East 18th Street		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2413318	THE NEGRO LEAGUES	
CORRESPONDENCE DATA			
Fax Number:	(816)474-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816-474-9050		
Email:	vbs@hoveywilliams.com		
Correspondent Name:	Michael Elbein, Esq.		
Address Line 1:	2405 Grand Blvd., Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	3457.087; DKT. 35343		
NAME OF SUBMITTER:	Michael Elbein		
Total Attachments: 1			
source=Assignment THE NEGRO LEAGUES Reg#page1.tif			

CH \$40.00 2413318

ASSIGNMENT

WHEREAS, BLACK BY POPULAR DEMAND, INC., a corporation of Maryland, having its principal place of business at 5711 Ager Road, Hyattsville, Maryland 20782, has adopted, used and is using the mark THE NEGRO LEAGUES for which it owns a registration on the Supplemental register in the United States Patent and Trademark Office as Registration No. 2,413,318; and

WHEREAS, THE NEGRO LEAGUES BASEBALL MUSEUM, INC., a corporation of the State of Missouri, having its principal place of business at 1616 East 18th Street, Kansas City, Missouri 64108, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said BLACK BY POPULAR DEMAND, INC., does hereby assign unto the said THE NEGRO LEAGUES BASEBALL MUSEUM, INC., all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

BLACK BY POPULAR DEMAND, INC.

By Gary Paul
Name: GARY PAUL
Its: PRESIDENT

Subscribed and sworn to before me this 22 day of SEPT., 2004.

(SEAL)

Rhonda H. Wether
Notary Public
My Commission Expires:
7-1-2008