

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the the Assignor should be "Streetball Sports Ventures Partners, L.P." previously recorded on Reel 002169 Frame 063. Assignor(s) hereby confirms the assignment of the trademark HOOP-IT-UP, Reg. No. 1,844,508, to USA I, Inc..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Streetball Sports Ventures Partners, L.P.		07/01/2000	LIMITED PARTNERSHIP: TEXAS

RECEIVING PARTY DATA

Name:	USA I, Inc.
Street Address:	546 East Main Street
City:	Lexington
State/Country:	KENTUCKY
Postal Code:	40596
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1844508	HOOP-IT-UP

CORRESPONDENCE DATA

Fax Number: (513)977-8141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 5139778685
 Email: michael.johns@dinslaw.com
 Correspondent Name: Michael D. Johns
 Address Line 1: 255 East Fifth Street
 Address Line 2: 1900 Chemed Center
 Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Michael D. Johns
Signature:	/michaeldjohns/

OP \$40.00 1844508

Date:

02/02/2005

Total Attachments: 6

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Assignment of Trademarks

This **Assignment of Trademarks** is made and entered into by and between **Streetball Sports Ventures Partners, L.P.**, a Texas Limited Partnership, formerly located at 4006 Belt Line Road, Suite 230, Dallas, Texas 75244, ("Assignor"), and **USA I, Inc.**, a Delaware Corporation formerly located at 546 East Main Street, Lexington, Kentucky 40596 ("Assignee").

WHEREAS, Assignor had adopted and was the exclusive owner of all right, title and interest in and to the trademark HOOP-IT-UP, including the United States registration number 1,844,508, which is referred to hereinafter as the Mark; and

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

WHEREAS, both Assignor and Assignee have been merged out of existence ultimately into Host Communications, Inc.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor (as represented by its successor in interest) hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by the Marks, and the registration, and/or common law uses thereof, *nunc pro tunc*, effective as of July 1, 2000.

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

Streetball Sports Ventures Partners, L.P.
(by Host Communications, Inc. as
successor-in-interest)


By: _____
Thomas Stultz
President & CEO

USA I, Inc.
(by Host Communications, Inc. as
successor-in-interest)


By: _____
Thomas Stultz
President & CEO

EXHIBIT A: DECLARATION IN SUPPORT OF CORRECTIVE ASSIGNMENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REGISTRANT: **Host Communications, Inc.**
REG. NO.: 1,844,508
MARK: **HOOP IT UP**
OFFICE ACTION MAILING DATE: 08/02/2004
EXAMINING ATTORNEY: W.J. Smith
Post Registration Division
(703)308-9500 x 128
FAX: (703)746-7044

DECLARATION OF THOMAS STULTZ

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the registration, declares that he is properly authorized to execute this Declaration on behalf of the registrant; he believes the registrant to be the owner of the trademark/service mark sought to be renewed and correctively assigned and he believes registrant to be entitled to use such mark in commerce; to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use the above identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his knowledge are true and all statements made on information and belief are believed to be true.

Thomas Stultz hereby states:

1. I am currently the President & CEO for Host Communications, Inc.
2. The following entities were related entities at the time of the transactions at issue: Streetball Sports Ventures Partners, L.P.; Streetball Partners, Inc., and USA I, Inc.
3. On October 4, 2000 an assignment dated July 1, 2000 for the HOOP-IT-UP mark identifying the Assignor as Streetball Partners, Inc. and the Assignee as USA I, Inc. was recorded at Reel/Frame 2169/0063. This assignment inadvertently identified the wrong Assignor resulting in a break in the chain of title for the HOOP-IT-UP trademark.
4. The Assignor was identified as Streetball Partners, Inc. on the mistaken belief that the assignment from Streetball Partners, Inc. to Streetball Sports Ventures Partners, L.P. (at Reel/Frame 1312/0111) had NOT taken place. In other words, the recorded assignment was meant to move the mark from the original related owner all the way to USA I, Inc.
5. Given that the recordation at Reel/Frame 1312/0111 had been made, the proper assignment **should have been** from Streetball Sports Ventures Partners, L.P. to USA I, Inc. instead of from Streetball Partners, Inc.
6. Both Streetball Partners, Inc. and Streetball Sports Ventures Partners, L.P. were merged into USA I, Inc. in June of 2000; hence the assignments for this (and other) marks. USA I, Inc. then changed its name to Streetball Partners International, Inc. (recorded properly at Reel/Frame 2169/0005) and subsequently was merged into Host Communications, Inc. (recorded properly at Reel/Frame 2926/0550), the current proper owner for this mark.
7. As a result of the fact that the intermediate assignor Streetball Sports Ventures Partners, L.P. no longer exists, we have submitted a corrective assignment, for which this declaration is attached as Exhibit A, from Streetball Sports Ventures Partners, L.P. (signed by the

successor in interest Host Communications, Inc.) to USA I, Inc. to correct the erroneous assignment at Reel/Frame 2169/0063 (attached as Exhibit A).

8. Also attached is a chart showing the chain of title as currently recorded and the requested correction (Exhibit B).

2/1/05
Date

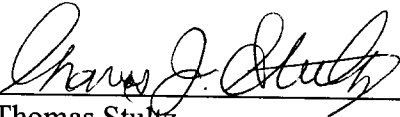

Thomas Stultz
President & CEO
Host Communications, Inc.

EXHIBIT B: CHAIN OF TITLE CHART

Current Chain of Title	Correct Chain of Title	Explanation
Streetball Partners, Inc. → Streetball Sports Ventures Partners, L.P. (R/F: 1312/0111)	Same.	No change.
Streetball Partners, Inc. → USA I, Inc. (R/F: 2169/0063)	Streetball Sports Ventures Partners, L.P. → USA I, Inc. (not yet recorded)	This is the error identified herein.
USA I, Inc. → Streetball Partners International, Inc. (R/F: 2169/0005) (Corrected R/F: 2218/0035)	Same.	No change.
Streetball Partners International, Inc. → Host Communications, Inc. (R/F: 2344/0042) (Dupl. R/F: 2933/0069) (Dupl. R/F: 2926/0550)	Same.	No change.