TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Yankees Entertainment and Sports Network, LLC		03/31/2005	limited liability company: DELAWARE

RECEIVING PARTY DATA

Name:	General Electric Capital Corporation, as Collateral Agent
Street Address:	2325 Lakeview Parkway
Internal Address:	Suite 700
City:	Alpharetta
State/Country:	GEORGIA
Postal Code:	30004
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2700397	CENTER STAGE
Serial Number:	78572817	YES' ULTIMATE ROAD TRIP
Serial Number:	78452209	SPORT THE VOTE
Serial Number:	78416267	YES VISION
Serial Number:	78339142	KIDS ON DECK
Serial Number:	78331774	ON DECK
Serial Number:	78250419	YESPANOL
Serial Number:	78096837	YES NETWORK CLASSICS
Serial Number:	78096834	YES NETWORK MAGAZINE
Serial Number:	78096827	YANKEES HALL OF FAME
Serial Number:	78096820	WHAT'S IT WORTH?
Serial Number:	78086384	YES NETWORK
Serial Number:	78083367	YES NETWORK

OP $365.00 2700397

Serial Number:	76478082	YES NETWORK

CORRESPONDENCE DATA

Fax Number: (919)416-8339

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

Phone: 919 286-8049

Email: PTO_TMconfirmation@mvalaw.com

Correspondent Name: Moore & Van Allen PLLC

Address Line 1: 430 Davis Drive

Address Line 2: Suite 500

Address Line 4: Morrisville, NORTH CAROLINA 27650

NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	04/05/2005

Total Attachments: 4

source=ngsi-t Yankees Entertainment and Sports Network#page1.tif

source=ngsi-t Yankees Entertainment and Sports Network#page2.tif

source=ngsi-t Yankees Entertainment and Sports Network#page3.tif

source=ngsi-t Yankees Entertainment and Sports Network#page4.tif

NOTICE

OF

GRANT OF SECURITY INTEREST

IN

TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to that certain Security Agreement, dated as of March 31, 2005 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement") by and among the Grantors party thereto (each an "Grantor" and collectively, the "Grantors") and General Electric Capital Corporation, as Collateral Agent (the "Collateral Agent") for the holders of the Secured Obligations referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications set forth on Schedule 1 attached hereto to the Collateral Agent for the ratable benefit of the holders of the Secured Obligations.

The Grantors and the Collateral Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the trademarks and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Remainder of Page Intentionally Left Blank]

Very truly yours,

YANKEES ENTERTAINMENT AND SPORTS NETWORK, LLC,
a Delaware limited liability company

By: _____
Name: Tracy Dolgin
Title: President and Chief Executive Officer

Grantor's Address:

Yankees Entertainment and Sports Network, LLC
405 Lexington Avenue, 36th Floor
New York, New York 10174

TRADEMARK
REEL: 003060 FRAME: 0254

Acknowledged and Accepted:

GENERAL ELECTRIC CAPITAL CORPORATION, as Collateral Agent

By:_____
Name: Steven J. Heise
Its: Duly Authorized Signatory

Schedule I

Registered Mark

Mark	Registration No.	Registration Date
CENTER STAGE	2700397	03/25/03

Pending Applications

Mark	Application No.	Filing Date
YES' ULTIMATE ROAD TRIP	78/572817	02/23/05
SPORT THE VOTE	78452209	07/16/04
YES VISION	78416267	05/10/04
KIDS ON DECK	78339142	12/10/03
ON DECK	78331774	11/21/03
YESPANOL	78250419	05/15/03
YES NETWORK CLASSICS	78096837	12/05/01
YES NETWORK MAGAZINE	78096834	12/05/01
YANKEES HALL OF FAME	78096827	12/05/01
WHAT'S IT WORTH?	78096820	12/05/01
YES NETWORK and Design	78086384	10/01/01
YES NETWORK	78083367	09/10/01
YET NETWORK and Design	76478082	12/24/02