

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESPN, Inc.		03/01/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	National Football League		
Street Address:	280 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	UNINC. ASSOCIATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2151227	SUNDAY NIGHT FOOTBALL	
CORRESPONDENCE DATA			
Fax Number:	(212)697-7463		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-450-2542		
Email:	trademarkmatters@nfl.com		
Correspondent Name:	Paula M. Guibault/NFL Properties LLC		
Address Line 1:	280 Park Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	ESPN ASSIGN SUNDAYNIGHTF		
NAME OF SUBMITTER:	Paula M. Guibault		
Signature:	/paula m. guibault/		
Date:	07/12/2006		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), effective as of March 1, 2006 (the "Effective Date"), by ESPN, Inc., a Delaware corporation, with a business address at ESPN Plaza, Bristol, CT 06010 ("Assignor"), to National Football League, an unincorporated not-for-profit association, with a business address at 280 Park Avenue, New York, NY 10017 ("League").

WHEREAS, Assignor is the owner of the trademarks and the registrations relating thereto identified and set forth on Schedule A attached hereto (the foregoing collectively referred to herein as the "Trademarks");

WHEREAS, League desires to acquire from Assignor, and Assignor agrees to transfer and assign to League, all of Assignor's right, title and interest in and to the Trademarks worldwide, together with the goodwill of the business connected with the use of and symbolized by the Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, covenants and agrees as follows.

1. Assignment. Effective as of the Effective Date, Assignor hereby transfers and assigns to League, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer and assignment had not been made, and League hereby accepts the transfer and assignment of, (i) all of Assignor's rights, title, and interest in and to the Trademarks worldwide (including any copyright in a logo or design element associated therewith), together with the goodwill of the business connected with the use of and symbolized by the Trademarks, to be held and enjoyed by League for its own use and benefit and for the use and benefit of its successors and assigns, and (ii) all rights of Assignor to bring an action, whether at law or in equity, against any third party for infringement or other misuse of any of the Trademarks, including the right to bring an action for past, present and future infringement, dilution, unfair competition, or other misappropriation or misuse, and all rights to recover damages, profits, attorneys' fees, and injunctive relief for infringement, dilution, unfair competition, or other misappropriation or misuse. All of the rights transferred in this paragraph are referred to herein as the "Trademark Rights."

2. Further Actions. Assignor hereby consents and agrees to any lawful action taken by League following the Effective Date in connection with the enforcement of, or the legal protection of, the Trademark Rights, and confers upon League full right of substitution in any and all such actions. Assignor further covenants and agrees, at any time following the Effective Date and at the request of League, to furnish such information, to execute and deliver any further documents and to take all further actions as League may reasonably require (including executing and delivering documents for the withdrawal, amendment or cancellation of any of Assignor's existing registrations or applications for trademark protection of marks that include or incorporate any of the Trademarks or any colorable imitation thereof or any mark that may be confusingly similar to any of the Trademarks) to enable League to become the registered

owner of the Trademarks and to secure the benefits of the rights hereby assigned, all at League's sole cost and expense.


3. Trademark Files. Following the Effective Date, Assignor shall deliver to League, in a reasonably prompt manner, and instruct Assignor's trademark counsel to deliver to League in a reasonably prompt manner, the original files of Assignor or Assignor's counsel relating specifically to the Trademarks, including without limitation, to the extent held by Assignor or Assignor's counsel, documents reflecting first use of any of the Trademarks, representative specimens showing current use of each of the Trademarks and any documents relating to the validity or enforceability of any of the Trademarks. Following the Effective Date, Assignor also shall promptly forward, or instruct Assignor's trademark counsel to forward, to League any correspondence or other communication relating to the Trademarks that Assignor or any counsel employed by Assignor may hereafter receive from the United States Patent and Trademark Office or from any other trademark office in connection with the Trademarks.

4. Applicable Law. This Assignment shall be governed by and construed in accordance with the laws of the state of New York without regard to conflicts of laws.

5. Counterparts. This Assignment may be executed in any number of counterparts, and each such counterpart hereof shall be deemed to be an original instrument, but all such counterparts together shall constitute but one agreement.

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

ESPN, Inc.

By: 
Name: David Hall
Title: SVP - GC
Date: 10/27/05

Schedule A

Mark

SUNDAY NIGHT FOOTBALL

Registration Number

2,151,227