

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| Mr. Randy L. Levine | | 07/25/2006 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | New York Yankees Partnership | | |
| Composed Of: | COMPOSED OF George M. Steinbrenner III, Harold Z. Steinbrenner and Stephen A. Swindal, U.S. citizens and general partners | | |
| Street Address: | Yankee Stadium | | |
| Internal Address: | Executive Offices | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10451 | | |
| Entity Type: | LIMITED PARTNERSHIP: OHIO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78666462 | YANKEE UNIVERSE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)575-0671 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212-790-9200 | | |
| Email: | Trademark@cjl.com | | |
| Correspondent Name: | Heather L. Jensen | | |
| Address Line 1: | 1133 Avenue of the Americas | | |
| Address Line 4: | New York, NEW YORK 10036-6799 | | |
| ATTORNEY DOCKET NUMBER: | 21307/098/HLJ/NH | | |
| NAME OF SUBMITTER: | Heather L. Jensen | | |
| Signature: | /Heather L. Jensen/ | | |

OP \$40.00 78666462

Date:

07/25/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

This Agreement is made on the 25th day of July 2006, between Randy L. Levine, an individual with an address at 245 East 58th Street, Apt. 7D, New York, NY 10022 ("Assignor") and New York Yankees Partnership, an Ohio limited partnership, having its principal place of business at Yankee Stadium, Bronx, NY 10451 ("Assignee").

WHEREAS, Assignor has adopted, used, and is using the trademark YANKEES UNIVERSE (the "Mark") for t-shirts in International Class 25 for which it owns a federal application in the United States Patent and Trademark Office ("USPTO"), Serial No. 78/666,462 (the "Application");

WHEREAS, Assignee is desirous of acquiring the Mark and the Application;

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee, its successors and assigns, absolutely and forever its entire right, title, and interest worldwide, whether statutory or at common law, in and to the Mark and the Application, together with the goodwill of the business symbolized by and associated with the Mark including, but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relative to these infringements.

By: 
Name: Randy L. Levine
Date: July 25, 2006