

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
Baseball Expos, L.P.		03/11/2005	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Club de Hockey Canadien, Inc.		
Street Address:	1260 de la Gauchetiere Street West		
City:	Montreal		
State/Country:	QUEBEC		
Postal Code:	H3B 5E8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2739388	YOUPP!!	
CORRESPONDENCE DATA			
Fax Number:	(615)687-1537		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(615) 259-1450		
Email:	micol.cecchi@arlaw.com		
Correspondent Name:	Micol Cecchi		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	014128-1		
NAME OF SUBMITTER:	Micol Cecchi		
Signature:	/Micol Cecchi/		

CH \$40.00 2739388

Date:

10/25/2006

Total Attachments: 1

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ASSIGNMENT

WHEREAS, BASEBALL EXPOS, L.P., a Delaware limited partnership having a place of business at 4549 Pierre-De-Coubertin, Montreal Quebec H1V 3N7, Canada (hereinafter referred to as the "**Assignor**") is the owner of all right, title and interest in and to the trade-mark YOUPPI®, United States registration number 2,739,388, (hereinafter referred to as the "**Mark**") as well as the goodwill attaching thereto;

WHEREAS, CLUB DE HOCKEY CANADIEN, INC., a company having its principal place of business at 1260 de la Gauchetière Street West, Montréal, Province of Québec, H3B 5E8, Canada, (hereinafter referred to as the "**Assignee**"), is desirous of acquiring all right, title and interest in and to the Mark together with the goodwill attaching thereto.


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor, does hereby assign unto the Assignee, who accepts the Assignor's entire right, title and interest in and to the Mark together with the goodwill attaching thereto, together with all rights acquired by use of the Mark, together with all rights of action, in law or in equity, for any past or future infringements or passing off by third parties thereof, and together with the right to claim or obtain for the exclusive benefit of the Assignee, all damages owed by infringers or passers off of the Mark, for any action for infringement or action for passing off committed before or after the present assignment.

Said Assignor covenants that it will execute all documents, papers, forms and authorizations which may be necessary for securing, completing or absolutely vesting full right, title and interest to the Mark together with the goodwill attaching thereto, in favour of the Assignee.

IN WITNESS WHEREOF the Assignor and the Assignee have hereunder set their hand in Montréal, Province of Québec, on the date entered below.

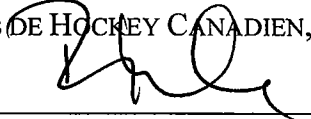
BASEBALL EXPOS, L.P., herein acting through its General Partner, **BASEBALL EXPOS GP, INC.**

Date: March 11, 2005

Per: 
Name: Claude Delorme
Title: Executive Vice-president, Business Affairs

CLUB DE HOCKEY CANADIEN, INC.

Date: _____

Per: 
Name: Ray Lalonde
Title: Vice-president Marketing and Sales