

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
B & B HOLDINGS, INC.		12/11/2006	CORPORATION: ARIZONA

**RECEIVING PARTY DATA**

Name:	ARIZONA CARDINALS FOOTBALL CLUB, INC.
Street Address:	P.O. BOX 888
City:	PHOENIX
State/Country:	ARIZONA
Postal Code:	85001-0888
Entity Type:	CORPORATION: ARIZONA

**PROPERTY NUMBERS Total: 17**

Property Type	Number	Word Mark
Registration Number:	0870653	
Registration Number:	1209145	CARDINALS
Registration Number:	1224593	7
Registration Number:	1228995	7
Registration Number:	1674588	7
Registration Number:	1810720	
Registration Number:	1885984	PHOENIX CARDINALS
Registration Number:	2125896	ARIZONA CARDINALS
Registration Number:	2143804	CARDINALS CORRAL
Registration Number:	2408765	ROCK 'N ROLL RIDE TO FLAGSTAFF
Registration Number:	2408766	SELECT-A-SEAT BLOCK PARTY
Registration Number:	2459266	CARDINALS CHEERLEADERS
Registration Number:	2613737	FLEXPACK
Registration Number:	3058382	9

**CH \$440.00 0870653**

Serial Number:	76620074	SPORTSMAN'S PARK
Serial Number:	78460957	9
Serial Number:	78553742	

**CORRESPONDENCE DATA**

Fax Number: (213)226-4028  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (703) 770-7900  
Email: kevin.davis@pillsburylaw.com  
Correspondent Name: RICHARD C. DONALDSON, ESQ.  
Address Line 1: PILLSBURY WINTHROP SHAW PITTMAN LLP  
Address Line 2: 1650 TYSONS BOULEVARD  
Address Line 4: MCLEAN, VIRGINIA 22102-4859

ATTORNEY DOCKET NUMBER:	518427-0000001
NAME OF SUBMITTER:	RICHARD C. DONALDSON
Signature:	/Richard C. Donaldson/
Date:	01/19/2007

Total Attachments: 2  
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AZ CORPORATION COMMISSION  
FILED

DEC 14 2006

FILE NO. - 0203069-1

ARTICLES OF AMENDMENT  
OF  
ARTICLES OF INCORPORATION  
OF  
B & B HOLDINGS, INC.

It is hereby certificated that:

1. The name of the corporation (hereinafter called the "Corporation") is B & B Holdings, Inc.
2. The Corporation's original Articles of Incorporation were filed with the Arizona Corporation Commission on March 9, 1988.
3. The Corporation's shareholders have unanimously adopted the following amendments to the Corporation's Articles of Incorporation.
4. The Articles of Incorporation of the Corporation are hereby amended by striking out Section 1 thereof and substituting in lieu of said Section the following new Section 1 as follows:
  1. Name. The name of the Corporation is Arizona Cardinals Football Club, Inc.
5. The Articles of Incorporation of the Corporation are hereby amended by adding the following Section 13:


**13. Precedence of League Policies. National Football League policy has limitations on the number and type of persons who may have ultimate direct, indirect, beneficial, contingent or other interests in the Arizona Cardinals franchise (the "Franchise") and prohibits any direct or indirect sale, transfer, assignment, pledge, hypothecation, encumbrance or other disposition of, or with respect to, the Franchise or any direct or indirect interest therein without the prior consent of the National Football League, unless specifically exempted from such consent pursuant to the Constitution and Bylaws of the National Football League. Please contact the National Football League, League Counsel, 280 Park Avenue, New York, New York 10017 to determine the applicable requirements."**

Notwithstanding any agreement to the contrary, these Articles of Incorporation and any and all other arrangements between or among the parties hereto or

any entity that has any interest, direct or indirect, in any party hereto which relates to the ownership or operation of the Arizona Cardinals franchise (the "Franchise") as a member club of the National Football League, are subject to the Constitution and Bylaws of the National Football League, the Articles of Association and Bylaws of the NFL Management Council, and certain decisions, rulings, resolutions, actions and other matters as more fully described in Paragraph 1 and other provisions of that certain consent letter of the NFL dated July 29, 2005 (the "NFL Consent Agreement") and, in the event of any inconsistency or conflict between the terms and provisions of these Articles of Incorporation and those contained in the NFL Consent Agreement or the NFL Constitution (as defined in the NFL Consent Agreement), the terms and provisions of the NFL Consent Agreement and NFL Constitution shall prevail. This Section 13 and any other provision hereof affecting the rights of the National Football League may not be amended, waived or otherwise adversely affected without the prior written consent of the National Football League, in its sole discretion, which such League is a third-party beneficiary of the covenant and agreement reflected in this Section. The parties hereto will provide copies of any proposed amendments hereto to the National Football League, 280 Park Avenue, New York, N.Y. 10017, Attn: League Counsel.

6. The corporation has 1,000 shares of common stock, no par value, outstanding. The Amendment to the Articles of Incorporation was approved by means of unanimous written consent of the sole holder of the corporation's common stock as of December 11, 2006.

IN WITNESS WHEREOF, this Amendment to the Articles of Incorporation has been duly adopted by the Shareholders of the corporation in accordance with Sections 10-704 and 10-1003 of Title 10 of the Arizona Revised Statutes as of this 11th day of December 2006.

  
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William V. Bidwill  
President