

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
The New Zealand Rugby Football Union Incorporated		12/22/2006	CORPORATION: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	New Zealand Rugby Union Incorporated		
Street Address:	1 Hinemoa Street		
City:	Wellington		
State/Country:	NEW ZEALAND		
Entity Type:	CORPORATION: NEW ZEALAND		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1690278	ALL BLACKS	
Registration Number:	2391221	ALL BLACKS	
Registration Number:	3016094	ALL BLACKS	
Serial Number:	78970330	CHIEFS	
CORRESPONDENCE DATA			
Fax Number:	(617)951-7050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-951-7170		
Email:	ronald.duvernay@ropesgray.com		
Correspondent Name:	Emilia F. Cannella, Esq.		
Address Line 1:	One International Place		
Address Line 2:	Ropes & Gray LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110-2624		
ATTORNEY DOCKET NUMBER:	002876-0004		

CH \$115.00 1690278

DOMESTIC REPRESENTATIVE

900072508

**TRADEMARK
 REEL: 003506 FRAME: 0830**

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Emilia F. Cannella, Esq.

Signature:

/e cannella/

Date:

03/23/2007

Total Attachments: 1
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CERTIFICATE OF INCORPORATION

NEW ZEALAND RUGBY UNION INCORPORATED

215355

This is to certify that THE NEW ZEALAND RUGBY FOOTBALL UNION INCORPORATED was incorporated under the Incorporated Societies Act 1908 on the 10th day of July 1907 and changed its name to NEW ZEALAND RUGBY UNION INCORPORATED on the 22nd day of December 2006.

Neville Hami

Registrar of Incorporated Societies
23rd day of March 2007

