

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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:	8701 South Hardy Drive		
Internal Address:	P.O. Box 888		
City:	Tempe		
State/Country:	ARIZONA		
Postal Code:	85284-2800		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77101178		
Serial Number:	77101156	ARIZONA CARDINALS	
Serial Number:	77101192	CARDINALS	
CORRESPONDENCE DATA			
Fax Number:	(212)847-1904		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-450-2000		
Email:	trademarkmatters@nfl.net		
Correspondent Name:	Jeffrey D. Parnass		
Address Line 1:	280 Park Avenue		
Address Line 2:	National Football League		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	CHANGE OF NAME CARDINALS		
NAME OF SUBMITTER:	Jeffrey D. Parnass		

CH \$90.00 77101178

Signature:

/Jeffrey D. Parnass/

Date:

10/31/2007

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:

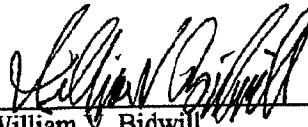
13. Precedence of League Policies. National Football League policy has limitations on the number and type of persons who may have ultimate direct, indirect, beneficial, contingent or other interests in the Arizona Cardinals franchise (the "Franchise") and prohibits any direct or indirect sale, transfer, 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.



William V. Bidwill
President