

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
Christopher L. Martineck		03/26/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	300 Delaware Ave.		
Internal Address:	Suite 548		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2472347	XI	
CORRESPONDENCE DATA			
Fax Number:	(804)698-2007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(804) 775-1071		
Email:	rvance@mcguirewoods.com		
Correspondent Name:	Robin C. Vance		
Address Line 1:	901 E. Cary Street		
Address Line 2:	McGuireWoods LLP		
Address Line 4:	Richmond, VIRGINIA 23219-4030		
ATTORNEY DOCKET NUMBER:	2047044-0001		
NAME OF SUBMITTER:	Robin C. Vance		
Signature:	/Robin C. Vance/		

OP \$40.00 2472347

Date:

04/16/2008

Total Attachments: 4

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UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, CHRISTOPHER L. MARTINECK, an individual residing at 31 Trails End, Grand Island, New York 14072 (hereinafter referred to as "ASSIGNOR"), has adopted and used and is the owner of the registration and trademarks set forth on Schedule A hereto in connection with the services described therein (collectively, the "Mark"), together with the goodwill of the business in connection with which the Mark has been used (the "Goodwill");

WHEREAS, Dick's Sporting Goods, Inc., a corporation duly organized and existing under the laws of the Delaware and having offices at 300 Industry Drive, Pittsburgh, Pennsylvania 15275 ("DSG") and ASSIGNOR have entered into a Settlement Agreement and Release (the "Agreement"), dated as of March 26, 2008, pursuant to which, among other things, ASSIGNOR agreed to transfer all rights in the Mark, together with the Goodwill, to DSG's subsidiary, AMERICAN SPORTS LICENSING, INC., a corporation duly organized and existing under the laws of Delaware and having offices at 300 Delaware Ave., Suite 548, Wilmington, Delaware 19801 (hereinafter referred to as "ASSIGNEE"); and

WHEREAS, the parties now desire to evidence their agreement to transfer the Mark, together with the Goodwill, by the execution and recordation of this Assignment;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has agreed to sell and has sold, assigned, transferred, conveyed and set over, and by these presents does sell, assign, transfer, convey and set over as of March 26, 2008, unto ASSIGNEE and its successors and assigns ASSIGNOR's entire right, title and interest in and to the Mark and the Goodwill, to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its

subsidiaries, successors, assigns and legal representatives, for the full extent of the life of the Mark, to be used as fully and entirely as such rights would have been held and enjoyed by ASSIGNOR had this Assignment and sale not been made. The rights assigned hereunder specifically include, without limitation, the right to sue for any and all past infringements of the Mark and to receive any and all damages awarded as a result of any such claim.

ASSIGNOR covenants that, as of March 26, 2008, ASSIGNOR was the sole owner of U.S. Trademark Registration No. 2,472,347, and of all common law rights in the Mark that exist by virtue of its use by ASSIGNOR and his predecessors-in-interest (including, without limitation, Xi Corporation), that ASSIGNOR has not assigned or otherwise transferred any rights in the Mark, that ASSIGNOR has full power to make this Assignment and that ASSIGNOR agrees to execute such further assignments and related documents with respect to the Mark and the Goodwill as ASSIGNEE shall reasonably request. Other than as specifically set forth herein or in the Agreement, it is expressly understood and agreed that ASSIGNOR has not made, and shall not be deemed to have made, any covenants, representations or warranties of any nature whatsoever in respect to the Mark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment as of the 26 day of March, 2008.



CHRISTOPHER L. MARTINECK

State of New York)
County of Erie) ss.:

On this 26 day of March, 2008, before me, the subscriber, personally appeared Christopher L. Martineck, to me known and known to me to be the person described in the foregoing instrument, who executed the same in my presence, and he acknowledged to me that he executed the same for the purposes therein mentioned.



Notary Public

My commission expires:

IRENE M. FELICETTI
Notary Public, State of New York
Qualified in Erie County
Commission Expires Feb. 21, 2011

SCHEDULE A

United States Mark:

MARK	REG. NO.	SERVICES
XI	2,472,347	Baseball caps, shirts.

Common Law Marks

All common law rights in the Mark set forth in this Schedule, including, without limitation, all of its versions, variations and forms, and all associated logos and designs.