

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/09/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BMC Players, Inc.		10/09/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	The Basketball Marketing Company, Inc.
Street Address:	101 Enterprise
Internal Address:	Suite 100
City:	Aliso Viejo
State/Country:	CALIFORNIA
Postal Code:	92656
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 54**

Property Type	Number	Word Mark
Serial Number:	75178433	AND 1
Serial Number:	76337516	AO
Serial Number:	76337194	AO
Serial Number:	75178442	CERTIFIED SLIGHTLY INSANE
Serial Number:	76079463	DIMES JEANS
Serial Number:	76337182	FUTURE
Serial Number:	76337181	HEADACHE
Serial Number:	76337193	HEADACHE
Serial Number:	76337178	HOT SAUCE
Serial Number:	78195655	
Serial Number:	78243865	QX
Serial Number:	76337195	SKIP TO MY LOU

CH \$1365.00 75178433

Serial Number:	75287875	SUMMER SCHOOL
Registration Number:	2014054	TAKE IT STRONG
Serial Number:	78214509	XPLODE
Registration Number:	2477837	1/2 MAN - 1/2 AMAZING
Serial Number:	77175577	720
Serial Number:	77103830	AIR UP THERE
Registration Number:	2278333	AND 1
Registration Number:	2081941	CERTIFIED SLIGHTLY INSANE
Registration Number:	2523678	HALF MAN HALF AMAZING
Registration Number:	2504034	HARMONIX
Registration Number:	2690729	HOOPBOOT
Serial Number:	78214502	INFINITY
Registration Number:	2958059	HBC AND1 HIGH SCHOOL BASKETBALL CHAMPIONSHIP
Serial Number:	78290429	ZOOSHOOZ
Registration Number:	2585385	SKIP TO MY LOU
Serial Number:	77444615	A1
Serial Number:	77444622	A1
Registration Number:	3028515	AND 1
Registration Number:	1898164	AND 1
Registration Number:	2250202	AND 1
Registration Number:	2357353	AND 1
Registration Number:	2645469	AND 1
Registration Number:	2922590	AND 1 MIXTAPE
Registration Number:	2953071	CHOSEN 1
Serial Number:	76080788	D
Registration Number:	2803755	AND1
Registration Number:	2828607	
Registration Number:	2558721	
Registration Number:	2799393	GET YOURS
Registration Number:	2947759	I BALL
Registration Number:	2744186	MAIN EVENT
Registration Number:	2597721	
Registration Number:	2524407	MIX TAPE
Registration Number:	3052979	MIX TAPE
Registration Number:	2638122	MIX TAPE

Registration Number:	2769755	NYPG
Registration Number:	2962717	POSTGAME
Registration Number:	2243160	S
Registration Number:	2623391	WINDSPRINT
Serial Number:	77103840	AUT 720
Serial Number:	76337199	FUTURE
Serial Number:	76079466	DIMESPORTIF

**CORRESPONDENCE DATA**

Fax Number: (215)701-2171  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 215-665-2771  
Email: sschwartz@cozen.com  
Correspondent Name: Scott Bradley Schwartz  
Address Line 1: 1900 MARKET ST  
Address Line 4: Philadelphia, PALMYRA ATOLL 19103

ATTORNEY DOCKET NUMBER:	159242
NAME OF SUBMITTER:	Scott Bradley Schwartz
Signature:	/Scott B Schwartz/
Date:	12/10/2008

Total Attachments: 3  
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source=Certificate of Merger 10-2008#page3.tif

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"BMC PLAYERS, INC.", A DELAWARE CORPORATION,  
WITH AND INTO "THE BASKETBALL MARKETING COMPANY, INC." UNDER THE NAME OF "THE BASKETBALL MARKETING COMPANY, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-SECOND DAY OF OCTOBER, A.D. 2008, AT 2:07 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6927121

DATE: 10-23-08

TRADEMARK  
REEL: 003900 FRAME: 0587

**STATE OF DELAWARE  
CERTIFICATE OF OWNERSHIP**

**SUBSIDIARY INTO PARENT  
Section 253**

**CERTIFICATE OF OWNERSHIP**

**MERGING  
BMC PLAYERS, INC.  
INTO  
THE BASKETBALL MARKETING COMPANY, INC.**

Pursuant to Section 253 of the General Corporation Law of Delaware, The Basketball Marketing Company, Inc., a corporation incorporated on the 17<sup>th</sup> day of May, 1993, pursuant to the provisions of the General Corporation Law of the State of Delaware;

**DOES HEREBY CERTIFY** that this corporation owns 90% of the capital stock of BMC Players, Inc., a corporation incorporated on the 3<sup>rd</sup> day of June, 1999, pursuant to the provisions of the General Corporation Law of the State of Delaware, and that this corporation, by a resolution of its Board of Directors duly adopted at a meeting held on the 9<sup>th</sup> day of October, 2008, determined to and did merge into itself said BMC Players, Inc., which resolution is in the following words to wit:

**WHEREAS**, this corporation lawfully owns 100% of the outstanding stock of BMC Players, Inc., a corporation organized and existing under the laws of the State of Delaware, and

**WHEREAS**, this corporation desires to merge BMC Players, Inc. with and into itself, with this corporation being the surviving corporation, and to be possessed of all the estate, property, rights, privileges and franchises of BMC Players, Inc.,

**NOW, THEREFORE, BE IT RESOLVED**, that this corporation merge BMC Players, Inc. with and into itself, with this Corporation being the surviving corporation, and assumes all of BMC Players, Inc.'s liabilities and obligations, and


**FURTHER RESOLVED**, that an authorized officer of this corporation be and he/she is hereby directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge BMC Players, Inc. with and into this corporation and assume BMC Players, Inc.'s liabilities and obligations, and the date of adoption thereof, and to file the same in the

office of the Secretary of State of Delaware, and a certified copy thereof in the office of the Recorder of Deeds of New Castle County; and

**FURTHER RESOLVED**, that the officers of this corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware; which may be in any way necessary or proper to effect said merger.

**IN WITNESS WHEREOF**, said parent corporation has caused its corporate seal to be affixed and this certificate to be signed by an authorized officer this 9<sup>th</sup> day of October, 2008.

THE BASKETBALL MARKETING COMPANY,  
INC.

By:   
Authorized Officer

Name: Jerome Turner  
Print or Type

Title: Chairman