

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1897589 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (949)760-9502 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (949) 760-0404 | | |
| Email: | efiling@kmob.com | | |
| Correspondent Name: | Susan M. Natland | | |
| Address Line 1: | 2040 Main Street | | |
| Address Line 2: | 14th Floor | | |
| Address Line 4: | Irvine, CALIFORNIA 92614 | | |
| ATTORNEY DOCKET NUMBER: | BMC.024T | | |
| NAME OF SUBMITTER: | Susan M. Natland | | |

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|--|--------------------|
| Signature: | /susan m. natland/ |
| Date: | 05/05/2009 |
| Total Attachments: 3 source=BMC.024T Merger#page1.tif source=BMC.024T Merger#page2.tif source=BMC.024T Merger#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.

2337505 8100M

081057713

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6927121

DATE: 10-23-08

TRADEMARK
REEL: 003982 FRAME: 0183

**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 17th 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 3rd 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 9th 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 9th day of October, 2008.

THE BASKETBALL MARKETING COMPANY,
INC.

By: 
Authorized Officer

Name: Jerome Turner
Print or Type

Title: Chairman