

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Boston Professional Hockey Association, Inc.		06/25/2009	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Bank of America, N.A., successor by merger to Fleet National Bank, as Administrative Agent
Street Address:	100 North Tryon Street
Internal Address:	24th Floor
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28255
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3517484	BRUINS BOSTON
Registration Number:	3517483	BRUINS BOSTON
Registration Number:	3517482	B
Registration Number:	3517481	B
Registration Number:	3517479	BOSTON BRUINS
Registration Number:	3517478	BOSTON BRUINS

CORRESPONDENCE DATA

Fax Number: (617)502-5162
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 6172485000
 Email: kschoff@choate.com
 Correspondent Name: Choate, Hall & Stewart LLP

OP \$165.00 3517484

Address Line 1: Two International Place
Address Line 2: Attn: Kell L. Schoff
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	0263349-0007
NAME OF SUBMITTER:	Kell L. Schoff
Signature:	/Kell L. Schoff/
Date:	07/24/2009

Total Attachments: 68

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FIRST AMENDMENT

TO

AMENDED AND RESTATED TRADEMARK COLLATERAL AND SECURITY PLEDGE AGREEMENT

This First Amendment ("Amendment") to Amended and Restated Trademark Collateral and Security Pledge Agreement dated March 31, 2003 (the "Amended and Restated Trademark Agreement"), is made as of June 25, 2009, by and between Boston Professional Hockey Association, Inc., a Massachusetts corporation ("Borrower"), and Bank of America, N.A., successor by merger to Fleet National Bank, in its capacity as administrative agent (in such capacity, the "Administrative Agent").

Reference is made to that certain Credit Agreement dated as of June 20, 1991, as amended from time to time, to which Borrower and Administrative Agent are parties (as amended, the "Original Credit Agreement").

On the date hereof, the Borrower, the Administrative Agent and the Lenders party thereto (the "Lenders") are entering into an Amended and Restated Credit Agreement (the "Credit Agreement"), which amends, restates and supersedes in all respects the Original Credit Agreement;

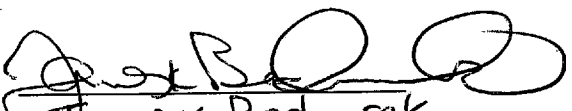
The parties hereto are amending the Amended and Restated Trademark Agreement to add new trademark registrations to the Trademarks listed on Schedule A thereto. All capitalized terms not defined herein shall have the meanings ascribed thereto in the Amended and Restated Trademark Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Amendment. Schedule A to the Amended and Restated Trademark Agreement is hereby amended to add the trademarks (the "Additional Trademarks") listed on Exhibit A to this Amendment.
2. Confirmation of Grant. Borrower hereby pledges and grants to the Administrative Agent for the benefit of the Lenders under the Credit Agreement, a lien on and security interest in, and to, all of its right, title and interest in, to or under: (a) the Additional Trademarks; (b) Associated Goodwill associated with the Additional Trademarks; and (c) Proceeds of any and all of the foregoing.
3. Ratification. As modified herein, the Amended and Restated Trademark Agreement is hereby ratified and confirmed, is otherwise unaltered and remains in full force and effect.

IN WITNESS WHEREOF, the Borrower has caused this Amendment to be executed and delivered by its duly authorized officer as of the date first set forth above.

BOSTON PROFESSIONAL
HOCKEY ASSOCIATION, INC.

By: 
Name: James K Bednarek
Title: Vice President of Finance

AGREED AND ACCEPTED

BANK OF AMERICA, N.A.,
successor by merger to Fleet National Bank,
as Administrative Agent

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, the Borrower has caused this Amendment to be executed and delivered by its duly authorized officer as of the date first set forth above.

BOSTON PROFESSIONAL
HOCKEY ASSOCIATION, INC.

By: _____
Name: _____
Title: _____

AGREED AND ACCEPTED

BANK OF AMERICA, N.A.,
successor by merger to Fleet National Bank,
as Administrative Agent

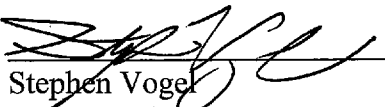
By: 
Name: Stephen Vogel
Title: Vice President

EXHIBIT A

Additional Trademarks

Item	Mark	Status	App. No.	App. Date	Reg. No.	Reg. Date
1.	BRUINS BOSTON (& Design)	Registered	77/211,144	June 20, 2007	3,517,484	October 14, 2008
2.	BRUINS BOSTON (& Design)	Registered	77/211,132	June 20, 2007	3,517,483	October 14, 2008
3.	B (& Design)	Registered	77/211,095	June 20, 2007	3,517,482	October 14, 2008
4.	B (& Design)	Registered	77/211,071	June 20, 2007	3,517,481	October 14, 2008
5.	BOSTON BRUINS (& Design)	Registered	77/211,050	June 20, 2007	3,517,479	October 14, 2008
6.	BOSTON BRUINS (& Design)	Registered	77/211,024	June 20, 2007	3,517,478	October 14, 2008

Execution Copy

**AMENDED AND RESTATED
TRADEMARK COLLATERAL SECURITY AND
PLEDGE AGREEMENT**

Dated as of March 31, 2003

by and between

BOSTON PROFESSIONAL HOCKEY ASSOCIATION, INC.
as Borrower

and

FLEET NATIONAL BANK,
as Administrative Agent

BOSTON PROFESSIONAL HOCKEY ASSOCIATION, INC.
AMENDED AND RESTATED
TRADEMARK COLLATERAL SECURITY AND
PLEDGE AGREEMENT

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AMENDED AND RESTATED TRADEMARK COLLATERAL
SECURITY AND PLEDGE AGREEMENT

AMENDED AND RESTATED TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT (this "Agreement") dated as of March 31, 2003 by and between BOSTON PROFESSIONAL HOCKEY ASSOCIATION, INC., a Massachusetts corporation having its principal place of business at One FleetCenter Place, Boston, Massachusetts (the "Borrower"), and FLEET NATIONAL BANK, a national banking association, as Administrative Agent for the Lenders from time to time party to the Credit Agreement referred to herein (in such capacity, the "Administrative Agent").

WHEREAS, the Borrower is a party to a Credit Agreement, dated as of June 20, 1991 (as amended to date, the "Original Credit Agreement"), with Fleet National Bank, as successor to Shawmut Bank, N.A. (the "Original Lender"); and

WHEREAS, the obligations of the Borrower under the Original Credit Agreement are secured pursuant to a Trademark Collateral Security and Pledge Agreement, dated as of June 20, 1991 (as amended, the "Original Trademark Security Agreement"), between the Borrower and the Original Lender; and

WHEREAS, the Borrower, the Administrative Agent and the lenders party thereto (the "Lenders") have amended and restated the terms of the Original Credit Agreement pursuant to the Amended and Restated Credit Agreement, dated as of the date hereof (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), pursuant to which the Lenders have agreed, subject to the terms and conditions contained therein, to extend credit to the Borrower; and

WHEREAS, it is a condition precedent to the effectiveness of the Credit Agreement that the Borrower execute and deliver to the Administrative Agent a trademark collateral security and pledge agreement in substantially the form hereof, amending and restating the Original Trademark Security Agreement.

NOW, THEREFORE, in consideration of the promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Definitions.

(a) All capitalized terms used herein without definitions shall have the respective meanings provided therefor in the Credit Agreement.

(b) The following terms shall have the specific meanings set forth below:

"Associated Goodwill" shall mean all goodwill of the Borrower or its business, products and services appurtenant to, associated with or symbolized by the Trademarks and/or the use thereof.

“Licensed Trademarks” shall mean all Trademarks other than Owned Trademarks, including but not limited to those referenced in Schedule B attached hereto.

“Owned Trademarks” shall mean all Trademarks in or to which the Borrower has or shall in the future have title or an ownership interest, including but not limited to those referenced in Schedule A attached hereto.

“Proceeds” shall mean any consideration received from the sale, exchange, license, lease or other transfer or disposition of any right, interest, asset or property which constitutes Trademark Collateral, any value received as a consequence of the ownership, possession, or use of any Trademark Collateral, and any payment received from any insurer or other person or entity as a result of the destruction, loss, theft or other involuntary conversion of whatever nature of any right, interest, asset or property which constitutes Trademark Collateral.

“PTO” shall mean the United States Patent and Trademark Office.

“Related Assets” shall mean all assets, rights and interests of the Borrower which uniquely reflect or embody the Associated Goodwill, including but not limited to the following: all patents, copyrights, trade secrets, confidential information, methods, processes, know-how, operating systems, drawings, descriptions, formulations, quality control procedures, product and service specifications, catalogs and advertising materials, relating to the production, delivery, provision, licensing and sale of goods or services under or in association with any of the Trademarks, and all books and records describing or used in connection with any or all of the foregoing; and the following documents and things in the possession or under the control of the Borrower, or subject to its demand for possession or control, related to the production, delivery, provision, licensing and sale by the Borrower, or any affiliate, licensee or contractor, of products or services sold by or under the authority of the Borrower in connection with the Trademarks or Trademark Rights, whether prior to, on or subsequent to the date hereof:

(i) all lists, contracts, ancillary documents and other information which identify, describe or provide information with respect to any customers, dealers or distributors of the Borrower, its affiliates or licensees or contractors, for products or services sold under or in connection with the Trademarks or Trademark Rights, including but not limited to all lists and documents containing information regarding each customer's, dealer's or distributor's name and address, credit, payment, discount, delivery and other sale terms, and history, pattern and total of purchases by brand, product, style, size and quantity;

(ii) all agreements, product and service specification documents, technical-specifications and information, and operating, production and quality control manuals relating to or used in the design, manufacture, production, delivery, provision, licensing, and sale of products or services under or in connection with the Trademarks or Trademark Rights;

(iii) all documents and agreements relating to the identity and locations of all sources of supply, all terms of purchase and delivery, for all materials, components, raw materials and other supplies and services used in the

manufacture, production, provision, delivery, licensing and sale of products or services under or in connection with the Trademarks or Trademark Rights;

(iv) all agreements and documents constituting or concerning the present or future, current or proposed advertising and promotion by the Borrower (or any of its affiliates, licensees or contractors) of products or services provided, licensed or sold under or in connection with the Trademarks or Trademark Rights.

“Trademarks” shall mean all of the trademarks, service marks, designs, logos, indicia, trade names, corporate names, company names, business names, fictitious business names, trade styles, elements of package or trade dress, and/or other source and/or product or service identifiers, and general intangibles of like nature, used or associated with or appurtenant to the products, services and business of the Borrower, which (i) are set forth on Schedules A and B attached hereto, or (ii) have been adopted, acquired, owned, held or used by the Borrower and are now owned, held or used by the Borrower, in the Borrower’s business, or with the Borrower’s products and services, or in which the Borrower has any right, title or interest, or (iii) are in the future adopted, acquired, owned, held and/or used by the Borrower in the Borrower’s business or with the Borrower’s products and services, or in which the Borrower in the future acquires any right, title or interest.

“Trademark Collateral” shall mean all of the Borrower’s right, title and interest in and to all of the Trademarks, the Trademark Registrations, the Trademark License Rights, the Trademark Rights, the Associated Goodwill, the Related Assets, and all additions, improvements and accessions to, substitutions for, replacements of, and all products and Proceeds (including insurance proceeds) of any and all of the foregoing.

“Trademark License Rights” shall mean any and all past, present or future rights and interests of the Borrower pursuant to any and all past, present and future, licensing agreements in favor of the Borrower, or to which the Borrower is a party, pertaining to any Trademarks (whether Owned Trademarks or Licensed Trademarks), Trademark Registrations, or Trademark Rights owned or used by third parties in the past, present or future, including the right in the name of the Borrower or the Administrative Agent to enforce, and sue and recover for, any past, present or future breach or violation of any such agreement. Such agreements shall include but not be limited to those set forth on Schedule C attached hereto. Notwithstanding the foregoing, Trademark License Rights shall not include those trademark or trade name rights which are held by the Borrower as licensee, to the extent that such items are not assignable or capable of being encumbered as a matter of law or without the consent of the licensor thereof under the terms of such license (but solely to the extent that any such provision of any license or other agreement shall be enforceable under applicable law).

“Trademark Registrations” shall mean all past, present or future federal, state, local and foreign registrations of the Trademarks (and all renewals and extensions of such registrations), all past, present and future applications for any such registrations of the Trademarks (and any such registrations thereof upon approval of such applications), together with the right (but not the obligation) to apply for such registrations (and prosecute such applications) in the name of the Borrower or the Administrative Agent, and to take any and all actions necessary or appropriate to maintain such registrations in effect and/or renew and extend such registrations.

“Trademark Rights” shall mean any and all past, present or future rights in, to and associated with the Trademarks throughout the world, whether arising under federal law, state law, common law, foreign law or otherwise, including but not limited to the following: all such rights arising out of or associated with the Trademark Registrations; the right (but not the obligation) to register claims under any state, federal or foreign trademark law or regulation; the right (but not the obligation) to sue or bring opposition or cancellation proceedings in the name of the Borrower or the Administrative Agent for any and all past, present and future infringements or dilution of or any other damages or injury to the Trademarks, the Trademark Rights, or the Associated Goodwill, and the rights to damages or profits due or accrued arising out of or in connection with any such past, present or future infringement, dilution, damage or injury; and the Trademark License Rights.

“use” of any Trademark shall include all uses of such Trademark by, for or in connection with the Borrower or its business or for the direct or indirect benefit of the Borrower or its business, including but not limited to all such uses by the Borrower itself, by any of the affiliates of the Borrower, or by any licensee or contractor of the Borrower.

2. Grant of Security Interest.

(a) The Borrower hereby (i) confirms its grant of a security interest in, and its pledge, mortgage and hypothecation of (but without any transfer of title to), the Trademark Collateral to the Administrative Agent for the benefit of the Secured Parties, as assignees of the Original Lender under the Original Trademark Security Agreement, and, (ii) to the extent that such confirmation does not result in the Administrative Agent holding a security interest, pledge, mortgage and hypothecation of the Trademark Collateral, grants, pledges or mortgages and hypothecates (but does not transfer title to) the Collateral to the Administrative Agent, in each case to secure the payment and performance in full of the Obligations.

(b) In addition to, and not by way of limitation of, the grant, pledge, mortgage and hypothecation of the Trademark Collateral provided in Section 2(a), the Borrower hereby grants, assigns, transfers, conveys and sets over to the Administrative Agent its entire right, title and interest in and to the Trademark Collateral; provided, however, that such grant, assignment, transfer and conveyance shall be and become of force and effect only upon or after the occurrence and during the continuance of an Event of Default under the Credit Agreement and (ii) either upon the written demand of the Administrative Agent at any time during such continuance or immediately and automatically (without notice or action of any kind by the Administrative Agent) upon an Event of Default specified in Section 11.1(g) or (h) of the Credit Agreement or upon the sale or other disposition of or foreclosure upon the Trademark Collateral pursuant to the Security Agreement and Article 9 of the Uniform Commercial Code (including the transfer or other disposition of the Trademark Collateral by the Borrower to the Administrative Agent in lieu of foreclosure). The foregoing grant, assignment, transfer and conveyance shall be referred to from time to time herein as the “Section 2(b) Assignment”.

(c) The Borrower acknowledges and agrees that, upon the effectiveness of the Section 2(b) Assignment, the Administrative Agent shall have the cumulative rights in and to the Trademark Collateral as are provided in this Agreement and in the Security Agreement, and shall

have the rights in and to the Collateral (other than the Trademark Collateral) as are provided in the Security Agreement.

(d) The parties expressly acknowledge and agree that they have executed and delivered certain other Security Documents (as defined in the Credit Agreement), pursuant to which the Borrower has unconditionally granted to the Administrative Agent, for the benefit of the Secured Parties, a continuing security interest in and first priority lien on the Collateral. Such Security Documents and all rights and interests of the Administrative Agent in and to the Collateral thereunder, are hereby ratified, confirmed, adopted and approved. In no event shall this Agreement, the Section 2(b) Assignment of the Trademark Collateral hereunder, or the recordation of any Notice of Security Interest with the PTO, adversely affect or impair, in any way or to any extent, any other Security Document, the security interest of the Administrative Agent in the Collateral pursuant to any other Security Document, the attachment and perfection of such security interest under the Uniform Commercial Code, or the present or future rights and interests of the Administrative Agent in and to the Collateral under or in connection with this Agreement, any other Security Document, and/or the Uniform Commercial Code. Any and all rights and interests of the Administrative Agent in and to the Collateral (and any and all obligations of the Borrower with respect to any of the Collateral) provided herein, or arising hereunder or in connection herewith, shall only supplement and be cumulative and in addition to the rights and interests of the Administrative Agent (and the obligations of the Borrower) in, to or with respect to the Collateral provided in or arising under or in connection with the other Security Documents.

3. Effect of Section 2(b) Assignment - Administrative Agent's Rights. Upon the effectiveness of the Section 2(b) Assignment, the Administrative Agent shall own the entire right, title and interest in and to the Trademark Collateral, free and clear of any lien, charge, encumbrance or claim of the Borrower or any other party, except for any rights of the NHL. Subject to the requirements of the NHL, upon such effectiveness, in addition to all other rights and remedies of the Administrative Agent, whether under law, the Credit Agreement, any Security Document, or otherwise (all such rights and remedies being cumulative, not exclusive, and enforceable alternatively, successively or concurrently, without notice to or consent by the Borrower except as expressly provided otherwise herein), the Administrative Agent's rights and remedies with respect to the Trademark Collateral shall include but not be limited to the following, without payment of royalty or compensation of any kind to the Borrower except as expressly provided otherwise herein:

(a) The Administrative Agent may exercise, in respect of the Trademark Collateral, all the rights and remedies of a secured party under the Uniform Commercial Code (whether or not such Code applies to the affected Trademark Collateral).

(b) The Administrative Agent may operate the business of the Borrower using the Trademark Collateral.

(c) The Administrative Agent may, to the same extent that the Borrower has the right to do so immediately prior to the effectiveness of the Section 2(b) Assignment, license or sublicense, whether general, special or otherwise, and whether on an exclusive or nonexclusive basis, any of the Trademark Collateral, throughout the world for such term or

terms, on such conditions, and in such manner, as the Administrative Agent shall in its sole discretion determine.

(d) The Administrative Agent may (without assuming any obligations or liability thereunder), at any time, enforce (and shall have the exclusive right but not the obligation to enforce) against any licensor, licensee or sublicensee all Trademark License Rights of the Borrower, and take or refrain from taking any such action.

(e) The Administrative Agent may, subject to the requirements of the NHL, assign, sell, transfer or otherwise dispose of the Trademark Collateral and exercise any and all of its rights and remedies pursuant to Section 8 hereof.

(f) In addition to the foregoing, in order to implement the assignment, sale, transfer or other disposition of any of the Trademark Collateral pursuant to Section 8 hereof, the Administrative Agent may, pursuant to the authority granted in the power of attorney provided in Section 7 hereof (such authority becoming effective upon the occurrence and during the continuation of an Event of Default), execute and deliver on behalf of the Borrower one or more instruments of assignment of the Trademark Collateral, in form suitable for filing, recording or registration in any jurisdiction or country.

4. Effect of Section 2(b) Assignment - Borrower's Obligations. Subject to the requirements of the NHL:

(a) Upon the effectiveness of the Section 2(b) Assignment, the Borrower shall have no right, title or interest in or to any of the Trademark Collateral, and the Borrower shall immediately cease and desist in the use of the Trademarks or any colorable imitation thereof, and shall, upon written demand of the Administrative Agent, deliver to the Administrative Agent (or the Administrative Agent's designee) all unused or unsold goods owned by the Company bearing the Trademarks.

(b) In addition, upon the effectiveness of the Section 2(b) Assignment, and upon the written demand of the Administrative Agent, the Borrower shall execute and deliver to the Administrative Agent an assignment or assignments of the Trademark Collateral and such other documents as are necessary or appropriate to carry out the intent and purposes of this Agreement; provided that the failure of the Borrower to comply with such demand will not impair or affect the validity of the Section 2(b) Assignment. The Borrower agrees that any such assignment (including a Section 2(b) Assignment) and/or any recording thereof shall be applied to reduce the Obligations outstanding only to the extent that the Administrative Agent actually receives cash proceeds in respect of the assignment, sale or disposition of, or other realization upon, the Trademark Collateral.

(c) In the event of any such license, assignment, sale, transfer or other disposition of the Trademark Collateral, or any of it, after the occurrence and during the continuation of an Event of Default, whether to or by the Administrative Agent, the Borrower shall supply to the Administrative Agent (or the Administrative Agent's designee) the Borrower's know how and expertise relating to the products and services sold and provided under the Trademarks, and other records relating to the Trademark Collateral and to the

production, marketing, delivery and sale of said products and services. Without limiting the generality of the foregoing, within five (5) Business Days of written notice thereof from the Administrative Agent, the Borrower shall make available to the Administrative Agent, to the extent within the Borrower's power and authority, such personnel in the Borrower's employ on the date of the Event of Default as the Administrative Agent may reasonably designate, by name, title or job responsibility, to permit the Borrower (or if the Administrative Agent so elects, the Administrative Agent or the Administrative Agent's designee) to continue, directly or indirectly, to manufacture, produce, supply, advertise, provide, license, sell and deliver the products or services sold by the Borrower under the Trademarks, such persons to be available to perform their prior functions on the Administrative Agent's behalf and, if the Administrative Agent so elects to utilize their services, to be compensated by the Administrative Agent on a per diem, pro rata basis consistent with the wages and salary structure applicable to each as of the date of such Event of Default.

5. Representations, Warranties and Covenants. The Borrower represents and warrants to, and covenants and agrees with, the Administrative Agent as follows:

(a) The Borrower is and will continue to be the sole and exclusive owner of the entire legal and beneficial right, title and interest in and to the Trademarks and the Trademark Collateral (other than ownership and other rights reserved by the owners of the Licensed Trademarks), free and clear of any lien, charge, security interest or other encumbrance, except for the security interest and conditional assignment created by this Agreement and the other Security Documents, liens and encumbrances expressly permitted pursuant to the Credit Agreement, and the rights of the NHL therein. The Borrower will defend its right, title and interests in and to the Trademarks and the Trademark Collateral against any and all claims of any third parties.

(b) Schedule A and B together comprise true and complete lists of all Trademarks. All license and other agreements applicable to the Trademarks are the valid and binding obligations of all of the parties thereto, enforceable against each such parties in accordance with their respective terms.

(c) The Owned Trademarks and the Trademark Registrations and Trademark Rights related thereto are valid, enforceable and subsisting and have not been adjudged invalid or unenforceable. The Borrower has not received any written claim by any third party that any of the Owned Trademarks and the Trademark Registrations and Trademark Rights related thereto are invalid or enforceable.

(d) There is not on file in any governmental or regulatory authority, agency or recording office, in the United States or in any foreign country, any effective financing statement, security agreement, assignment, license or transfer or notice of any of the foregoing (other than those that have been filed in favor of the Administrative Agent) covering any of the Trademark Collateral, and the Borrower is not aware of any such filing. So long as this Agreement shall be in effect, the Borrower shall not execute and shall not knowingly permit to be on file in any such office or agency, any such financing statement or other document or instrument (except financing statements, documents or instruments filed or to be filed in favor of the Administrative Agent).

(e) To the best of the Borrower's knowledge after due inquiry, no claim has been made that the Borrower's use of any of the Owned Trademarks does or may violate the rights of any third parties. There has been no decision adverse to the Borrower's claim of ownership rights and or exclusive rights to use the Owned Trademarks or any material part of the Trademark Collateral associated therewith, or to its right to use and register the Owned Trademarks in any jurisdiction or to keep and maintain such registration in full force and effect, and there is no proceeding involving said rights, threatened or pending in the PTO or any similar office or agency of the United States, any state or foreign country or in any court.

6. Assurances.

(a) The Borrower shall do, make, execute and deliver all such additional and further acts, things, deeds, assurances and instruments as the Administrative Agent may require more completely to vest in and assure to the Administrative Agent its rights hereunder or in any of the Trademark Collateral, including without limitation execution and delivery of financing statements which the Administrative Agent deems appropriate to perfect and continue the assignment and security interest hereby granted.

(b) The Borrower agrees that, upon its commencement of use or acquisition of any right, title or interest in or to any Trademark, Trademark Registration or Trademark Right other than the Trademarks, Trademark Registrations or Trademark Rights set forth in Schedules A and B hereto (including any variation or new versions of such scheduled Trademarks, Trademark Registrations and Trademark Rights), or upon commencement of use of any Trademark (or the addition to any Trademark Registration of), the Borrower shall promptly notify the Administrative Agent in writing thereof and the provisions of this Agreement shall automatically apply thereto. The Administrative Agent shall be authorized to amend such Schedules A and B as appropriate to include such additional Trademarks, Trademark Registrations and Trademark Rights, without the necessity for the Borrower's approval or or signature to such amendment, and the Borrower shall do all such other acts (at its own expense) deemed necessary or appropriate by the Administrative Agent to implement and preserve the Administrative Agent's interest therein (including, but not limited to, executing and delivering and recording in all places where this Agreement or notice thereof is recorded, an appropriate counterpart of or supplement to this Agreement). Such additional Trademarks, Trademark Registrations and Trademark Rights shall be automatically included in the definition of the terms "Trademarks", "Trademark Registrations" and "Trademark Rights", as such terms are used herein.

7. Power of Attorney.

(a) The Borrower hereby irrevocably constitutes and appoints the Administrative Agent (or the Administrative Agent's designee), with full power of substitution, as its true and lawful attorney-in-fact with full irrevocable power and authority in the place and stead of the Borrower and in the name of the Borrower or in the Administrative Agent's own name (or the Administrative Agent's designee), for the purpose of carrying out the term of this Agreement, to take any and all appropriate action and to execute any and all documents and instruments that may be necessary or desirable to accomplish the purposes of this Agreement and, without limiting the generality of the foregoing, hereby gives the Administrative Agent the

power and right, on behalf of the Borrower, without notice to or assent by the Borrower, to do the following:

(i) Subject to the requirements of the NHL, upon the occurrence and during the continuance of an Event of Default, generally to sell, transfer, pledge, make any agreement with respect to or otherwise deal with any of the Trademark Collateral in such manner as is consistent with the Uniform Commercial Code as enacted by the Commonwealth of Massachusetts and as fully and completely as though the Administrative Agent were the absolute owner thereof for all purposes, and to do at the Borrower's expense, at any time, or from time to time, all acts and things which the Administrative Agent deems necessary to protect, preserve or realize upon the Trademark Collateral and the Administrative Agent's security interest therein, in order to effect the intent of this Agreement, all as fully and effectively as the Borrower might do, including, without limitation, execution and delivery of any and all agreements, documents, instruments of assignment, licenses or transfers of any of the Trademark Collateral, and do all other acts, which the Borrower is obligated to execute or deliver or perform under any provision of this Agreement and which the Borrower fails to execute, deliver or perform, and execution of any and all documents, statements, certificates, instruments or agreements deemed necessary or advisable by the Administrative Agent (or the Administrative Agent's designee) to effect any purpose set forth herein; and

(ii) To file such financing statements with respect hereto, with or without the Borrower's signature, or a photocopy of this Agreement in substitution for a financing statement, as the Administrative Agent may deem appropriate and to execute such financing statements and continuation statements which may require the Borrower's signature.

(b) To the extent permitted by law, the Borrower hereby ratifies all that said attorneys shall lawfully do or cause to be done by virtue hereof. This power of attorney is a power coupled with an interest and shall be irrevocable.

(c) The powers conferred on the Administrative Agent hereunder are solely to protect its interests and the interests of the Administrative Agent in the Trademark Collateral and shall not impose any duty upon it to exercise any such powers. The Administrative Agent shall be accountable only for the amounts that it actually receives as a result of the exercise of such powers and neither it nor any of its officers, directors, employees or agents shall be responsible to the Borrower for any act or failure to act, except for its own gross negligence or willful misconduct.

8. Remedies. If an Event of Default shall have occurred and be continuing, the Administrative Agent may, without notice or demand to the Borrower, declare this Agreement to be in default, and the Administrative Agent shall, subject to the restrictions contained in the NHL Documents and the NHL Consent Agreement, thereafter have in any jurisdiction in which enforcement hereof is sought, in addition to the right to collect, enforce and settle claims in respect of the Trademark Collateral and all other rights and remedies of a holder of the Trademark Collateral, the rights and remedies of a secured party under the Uniform Commercial Code. The Administrative Agent shall give to the Borrower at least ten Business Days' prior written notice of the time and place of any public sale of any of the Trademark Collateral, including negotiable or non-negotiable instruments, securities or other writings evidencing any

of the Trademark Collateral, or of the time after which any private sale or any other intended disposition is to be made. The Borrower hereby acknowledges that ten Business Days' prior written notice is reasonable notice. In addition, the Borrower waives any and all rights that it may have to judicial hearing in advance of the enforcement of any of the Administrative Agent's rights hereunder.

9. Enforcement of Trademark Rights.

(a) Except as otherwise provided in Section 3 hereof, and notwithstanding Section 2(b) hereof, the Borrower shall have the right and the obligation to commence and prosecute in its own name, as a real party in interest, for its own benefit and at its own expense, such suits, proceedings or other actions to restrain, prevent or recover for infringement, misuse, unfair competition, dilution or other damage as are in its reasonable business judgment necessary or appropriate to maintain, protect and enforce the Trademarks, Trademark Registrations, Trademark Rights and Associated Goodwill. The Borrower shall indemnify and hold harmless the Secured Parties from and against any and all liabilities, obligations, losses, damages, penalties, claims, actions, judgments, suits, costs, expenses or disbursements (including but not limited to attorneys' fees) of any kind whatsoever which may be imposed on, incurred or suffered by or asserted against the Secured Parties in connection with or in any way arising out of such suits, proceedings or actions.

(b) Upon the occurrence and during the continuance of an Event of Default, the Administrative Agent shall have the right, but in no way shall be obligated, to bring suit in the name of the Borrower or the Administrative Agent (in the sole discretion of the Administrative Agent) to protect, maintain or enforce any of the Borrower's rights or interest in, to or under the Trademark Collateral or any part thereof, in which event the Borrower shall at the request of the Administrative Agent (and at the Borrower's expense) do any and all lawful acts and things, and execute any and all documents and instruments requested by the Administrative Agent, in furtherance of such protection, maintenance or enforcement; the Borrower shall promptly upon demand indemnify and reimburse the Administrative Agent for all liabilities, obligations, costs, expenses or disbursements imposed on, incurred or suffered by or asserted against the Administrative Agent in the exercise of its rights under this Section 9(b) and any unreimbursed amounts shall constitute Obligations for all purposes hereof. In the event the Administrative Agent shall elect not to bring suit to protect, maintain or enforce any such rights or interests of the Borrower, the Borrower shall use all reasonable measures, whether by action, suit, proceeding or otherwise, to protect, maintain and enforce such rights and interests, and for that purpose shall diligently maintain any such action, suit or proceeding necessary or appropriate for such protection, maintenance or enforcement.

10. Indemnification. The Borrower shall indemnify and hold harmless the Secured Parties from and against, and shall pay to the Secured Parties on demand, any and all claims, actions, suits, judgments, penalties, losses, damages, costs, disbursements, expenses, obligations or liabilities of any kind or nature (except, with respect to any Secured Party, those resulting from such Secured Party's gross negligence or willful misconduct) arising in any way out of or in connection with this Agreement, the Trademark Collateral, custody, preservation, use, operation, sale, license (or other transfer or disposition) of the Trademark Collateral, any alleged infringement of the intellectual property rights of any third party, the production, marketing,

delivery and sale of the goods and services provided under or in connection with any of the Trademarks or the Trademark Collateral, the sale of, collection from or other realization upon any of the Trademark Collateral, the failure of the Borrower to perform or observe any of the provisions hereof, or matters relating to any of the foregoing, prior to the effectiveness of the Section 2(b) Assignment. The Borrower shall also indemnify and hold harmless the Secured Parties from and against any and all claims, actions, suits, judgments, penalties, losses, damages, costs, disbursements, expenses, obligations or liabilities arising out of or in connection with any fault, negligence, act or omission of the Borrower (regardless of whether such fault, negligence, act or omission occurred or occurs prior to or after such effectiveness). The amounts of any unpaid indemnity provided for in this Section 10 shall constitute Obligations for all purposes hereof. The Borrower shall not make any claim against the Administrative Agent for or in connection with the exercise or enforcement by the Administrative Agent of any right or remedy granted to it hereunder, or any action taken or omitted to be taken by the Administrative Agent hereunder (except for the gross negligence or willful misconduct of the Administrative Agent).

11. No Obligation of the Administrative Agent. The rights granted to the Administrative Agent hereunder are solely for the protection of the Administrative Agent and nothing herein contained shall impose on the Administrative Agent any duties or obligations with respect to the Trademark Collateral or any property of the Borrower received hereunder beyond reasonable care in its custody and preservation while in the Administrative Agent's possession.

12. Termination of Agreement. The obligations of the Borrower and the rights and powers granted to the Administrative Agent hereunder shall continue in full force and effect until the Obligations have been indefeasibly paid or satisfied in full (provided that the Lenders are no longer obligated to make Loans or issue Letters of Credit under the Credit Agreement), at which time such obligations, rights and powers shall terminate and be of no further force and effect, provided, however, that this Agreement shall continue to be effective or shall be reinstated, as the case may be, if at any time payment or other satisfaction of any of the Obligations is rescinded or must otherwise be restored or returned upon the bankruptcy, insolvency, or reorganization of the Borrower, or otherwise, as though such payment had not been made or other satisfaction occurred. No invalidity, irregularity or unenforceability by reason of the Bankruptcy Code or any insolvency or other similar law, or any law or order of any government or agency thereof purporting to reduce, amend or otherwise affect, the Obligations, shall impair, affect, be a defense to or claim against the Obligations of the Borrower under this Agreement.

13. GOVERNING LAW. THIS AGREEMENT IS INTENDED TO TAKE EFFECT AS A SEALED INSTRUMENT, SHALL BE BINDING UPON THE BORROWER, ITS SUCCESSORS AND ASSIGNS, SHALL INURE TO THE BENEFIT OF THE ADMINISTRATIVE AGENT, ITS SUCCESSORS AND ASSIGNS AND SHALL BE CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE COMMONWEALTH OF MASSACHUSETTS. Except as prohibited by law, the Borrower waives any right which it may have to claim or recover in any litigation any special, exemplary, punitive or consequential damages or any damages other than, or in addition to, actual damages. The Borrower (a) certifies that neither the Secured Parties nor any representative, agent or attorney of any Secured Party has represented, expressly or otherwise, that the Secured Parties would not, in the event of litigation, seek to enforce the foregoing waivers and (b) acknowledges that, in entering into the

Loan Documents to which the Secured Parties are, the Secured Parties are relying upon, among other things, the waivers and certifications contained in this Section 13.

14. Jurisdiction. The Borrower agrees that any suit for the enforcement of this Agreement may be brought in the courts of the Commonwealth of Massachusetts or any federal court sitting therein and consents to the non-exclusive jurisdiction of such court and to service of process in any such suit being made upon the Borrower by certified or registered mail at the address specified in the Credit Agreement. The Borrower hereby waives any objection that it may now or hereafter have to the venue of any such suit or any such court or that such suit is brought in an inconvenient court.

15. Waiver of Jury Trial. THE BORROWER WAIVES ITS RIGHT TO A JURY TRIAL WITH RESPECT TO ANY ACTION OR CLAIM ARISING OUT OF ANY DISPUTE IN CONNECTION WITH THIS AGREEMENT, ANY RIGHTS OR OBLIGATIONS HEREUNDER OR THE PERFORMANCE OF ANY SUCH RIGHTS OR OBLIGATIONS. Except as prohibited by law, and except in the case of the Administrative Agent's gross negligence or willful misconduct, the Borrower waives any right which it may have to claim or recover in any litigation referred to in the preceding sentence any special, exemplary, punitive or consequential damages or any damages other than, or in addition to, actual damages. The Borrower (a) certifies that neither the Secured Parties nor any representative, agent or attorney of any Secured Party has represented, expressly or otherwise, that the Secured Parties would not, in the event of litigation, seek to enforce the foregoing waivers and (b) acknowledges that, in entering into the Credit Agreement and the other Loan Documents to which the Secured Parties are a party, the Secured Parties are relying upon, among other things, the waivers and certifications contained in Sections 13, 14 and this Section 15.

16. Assignment. In the event of a sale or assignment by any Lender of all or any of the Obligations held by it in accordance with the provisions of the Credit Agreement, such Lender may assign or transfer its rights and interests under this Agreement in whole or in part to the purchaser or purchasers of such Obligations, whereupon such purchaser or purchasers shall become vested with all of the powers and rights of such Lender hereunder, and such Lender shall thereafter be forever released and fully discharged from any liability or responsibility hereunder with respect to the rights and interests so assigned.

17. Miscellaneous. The headings of each section of this Agreement are for convenience only and shall not define or limit the provisions thereof. This Agreement and all rights and obligations hereunder shall be binding upon the Borrower and its respective successors and assigns, and shall inure to the benefit of the Administrative Agent and its successors and assigns. If any term of this Agreement shall be held to be invalid, illegal or unenforceable, the validity of all other terms hereof shall in no way be affected thereby, and this Agreement shall be construed and be enforceable as if such invalid, illegal or unenforceable term had not been included herein. This Agreement may be executed in any number of counterparts and by the different parties hereto on separate counterparts, each of which shall be an original, but all of which together shall constitute one instrument. The Borrower acknowledges receipt of a copy of this Agreement.

18. Notices. All notices and other communications made or required to be given pursuant to this Agreement shall be made or given, and shall take effect, in accordance with the manner specified in Section 17 of the Credit Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed as of the date first above written.

BOSTON PROFESSIONAL HOCKEY
ASSOCIATION, INC.

By: Jessica Kaluba
Title: _____

FLEET NATIONAL BANK,
as Administrative Agent

By: Cheryl Carangelo
Title: Director

Trademark Collateral Security and Pledge Agreement

TRADEMARK
REEL: 004031 FRAME: 0243

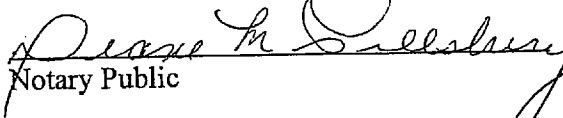
CERTIFICATE OF ACKNOWLEDGEMENT

COMMONWEALTH OF MASSACHUSETTS)

SS

COUNTY OF SUFFOLK)

Before me, the undersigned, a Notary Public in and for the county aforesaid on this 31st day of March, 2003 personally appeared Cheryl Carangelo to me known personally, and who, being by me duly sworn, deposes and says that he/she is the Vice President of FLEET NATIONAL BANK and that said instrument was signed and sealed on behalf of said corporation by authority of its Board of Directors, and said Cheryl Carangelo acknowledged said instrument to be the free act and deed of said corporation.


Notary Public

My commission expires: 3-14-08

SCHEDULE A

OWNED TRADEMARKS (U.S.)

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
<u>United States:</u>		
B & Spoked Circle Design	1,745,873	January 12, 1993
B & Spoked Circle Design	872,363	July 1, 1969
B Stylized	1,883,643	March 14, 1995
Boston Bear Head Logo	2,193,991	October 6, 1998
Boston Bear Head Logo	2,079,896	July 15, 1997
BOSTON BRUINS	953,886	February 20, 1973
BOSTON BRUINS & Bear Design	1,823,805	February 22, 1994
BRUINS	1,718,316	September 22, 1992
BRUINS	872,364	July 1, 1969
BRUINS Street Brigade	2,066,758	June 3, 1997
<u>Massachusetts:</u>		
B	60560	August 15, 2001
B THANKS FOR THE MEMORIES 1928 BOSTON GARDEN 1995 (and Design)	50235	October 20, 1994
BOSTON BRUINS	60555	August 15, 2001
BRUINS	60556	August 15, 2001

SCHEDULE B

LICENSED TRADEMARKS

None

TRADEMARK LICENSE RIGHTS

1. The Company, together with all other NHL member clubs, entered into a License Agreement with NHL Enterprises, L.P. ("Enterprises"), dated July 1, 1996, pursuant to which Enterprises was granted a license to use, and license the use of, the Company's trademarks in the United States. This license is exclusive, except in the Company's Local Territory (defined as the area within a 75-mile radius of the Company's home arena), where such license may be exercised by the Company. Attached as Exhibit A is a list of manufacturers licensed by Enterprises to use the Company's trademarks.
2. By a Boston Bruins Sponsorship Agreement between the Company and The Coca-Cola Company and Coca-Cola Enterprises Inc. (collectively, "Sponsor"), dated September 18, 1995, the Sponsor was granted a license to use the Company's trademarks to advertise and promote certain beverage products of the Sponsor through the 2004-2005 season.
3. MBNA America Bank, N.A., under an affinity agreement with the Company, has an exclusive license to use the Company's trademarks to promote its financial services and products through December 31, 2004.
4. By agreement with Bob's Stores, certain trademarks of the Company are permitted to be used in connection with local promotional activities through the conclusion of the 2003-2004 season.
5. Professional Sports Publications, Inc., by agreement with the Company, has the right to use the Company's trademarks solely with respect to the publication and distribution of programs for Bruins' home games.
6. By agreement with Galyan's Trading Company, certain trademarks of the Company are permitted to be used in connection with a certain sweepstakes promotion which ended on March 17, 2003.
7. By agreement with Infinity Broadcasting Corporation, operator of Radio Station WBZ AM 1030 (the radio broadcaster of Bruins games), the station has the right, for the promotion of games to be broadcast, to use the trademarks of the Company and the names, biographies and likenesses of any players, with the prior written approval of the Company.

8. By agreement with New England Sports Network, Limited ("NESN") Partnership (for the cablecast of Boston Bruins games), the Company licenses NESN to use all trademarks belonging to the Company for the promotion of the network, the network's promotion of its cablecast of Bruins games or in conjunction with such cablecasting.

In addition, on an occasional basis, the Company permits use of its trademarks by advertisers on NESN or in other local media and by New Boston Garden Corporation, the operator of the Bruins' home arena. Use of the marks is also made by the NHL and by Enterprises in connection with retail and event promotions, merchandising and licensing.

Exhibit A



Licensee Directory

national hockey league

los angeles kings **boston bruins**
atlanta stars **new jersey devils**
minnesota wild **buffalo sabres**

california golden seahawks **san jose sharks** **st. louis blues**
edmonton oilers **calgary flames**

montreal canadiens **new york rangers**
washington capitals **phoenix coyotes**

carolina hurricanes **nashville predators**

san jose sharks **san jose sharks**
philadelphia flyers **national hockey league**

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**NATIONAL HOCKEY LEAGUE
OFFICIALLY LICENSED PRODUCTS**

March 2003

The manufacturers listed herein are licensed by NHL Enterprises, L.P. to utilize the National Hockey League team logos, names and graphics, etc., on their products. Legal action will be taken regarding any unlicensed usage of these copyrighted and trademarked properties.

**NHL Enterprises, L.P.
1251 Avenue of the Americas
New York, NY 10020-1198
(212) 789-2000
(212) 789-2020 (fax)**



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NHL Vintage Collection

Denoted by  on other pages

American Needle & Novelty Co.
1275 Busch Parkway
Buffalo Grove, IL 60089

P: 847.215.0011; 800.356.7589
F: 847.215.0013

Coaches style caps, both fitted and adjustable.

Majestic Athletic
100 Majestic Way
Bangor, PA 18013

P: 610.588.0100 F: 610.588.3800

Activewear tops, including t's and fleece.

Mitchell & Ness Nostalgia Co.
1229 Walnut St.
Philadelphia, PA 19107

P: 215.399.0315 F: 215.592.1180

Authentic Vintage sweaters incorporating the name and number of former NHL players.

New Era
8061 Erie Road
P.O. Box 208
Derby, NY 14047

P: 716.549.0445 F: 716.549.5424

Authentic fitted and adjustable coaches caps in various styles. Available in adult and youth sizes.

Old Time Sports, Inc.
23 Walkers Brook Drive
Reading, MA 01867

P: 781.942.0400 F: 781.942.9550

Printed t-shirts in various styles.

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Fashion tops in various styles; headwear, both fitted and adjustable.





NHL Vintage Collection (cont.)

Denoted by  on other pages

Replica mesh Vintage jerseys.

The Hockey Company/CCM
2 Place Alexis Nihon
3500, boul de Maisonneuve ouest, Suite 800
Westmount, PQ H3Z 3C1

P: 514.932.1118 F: 514.937.8276

Twins Enterprises

19 Yawkey Way
Boston, MA 02215

P: 617.437.1384; 800.446.6046
F: 617.437.7581

Fitted and adjustable coaches caps in various styles.



Accessories

NHL shield and Team socks and slipper socks.

For Bare Feet
P.O. Box 159
Helmsberg, IN 47435

P: 800.669.0674; 812.988.6674
F: 812.988.1550

Grossman Cap Co., Inc.

30 Bodwell Street
P.O. Box 537
Avon, MA 02322

P: 508.427.1780 F: 508.587.0082

Pine Hosiery Mills, Inc.

208 South Main Street
P.O. Box 98
Star, NC 27356

P: 910.428.2185 F: 910.428.9367

Rico Industries/Tag Express

1712 South Michigan
Chicago, IL 60616

P: 312.427.0313 F: 312.427.1887

Thompson World Industries

500 Madison Street
Winnipeg, MB R3H 0L5

P: 204.783.7020 F: 204.783.7100

Nylon mittens, knit gloves, ski gloves, knit headwear, slipper socks, earmuffs, headwear sets and children's play hats.

Socks (all sizes, all styles); wristbands; mittens; infant/toddler sleepwear.

Leather accessories, including trifolds, checkbook covers, business card cases, and coasters. Nylon trifolds; nightlights; antenna stickers.

Assorted baby accessories: bottles, bibs, booties, pacifiers, dinner sets.





Apparel

Genuine golf apparel, including polos, sweaters and pullovers.

Antigua
16651 N. 84th Ave.
Peoria, AZ 85382
P: 800.528.3133 F: 623.523.6014

Surf and skate inspired branded activewear, including printed T's, synthetic tops, polar fleece tops, outerwear and board shorts. Available in adult and youth sizes.

BlueLine/Woodlake Design Group
1450 Broadway, Suite 1205
New York, NY 10018
P: 212.302.2188 F: 212.302.2189

Boxer shorts, loungewear, fashion fleece tops, and t-shirts. Available in men's, women's and youth sizes.

Concepts Sport
6445 Powers Ferry Rd., Suite 330
Atlanta, GA 30339
P: 770.859.1420; 800.284.4288
F: 770.859.1434

Outerwear jackets in various styles and fabrics. Sportswear, including fleece tops, synthetic tops, polar fleece and polos. Available in adult and youth sizes.

G-III Sports Licensing
512 Seventh Ave., 33rd. Floor
New York, NY 10018
P: 212.403.0888 F: 212.403.0889

Sportswear consisting of t-shirts, shorts, jackets, fleece tops and bottoms, woven shirts, polos and sweaters in various styles and fabrications. Available in youth and adult sizes.

Gear for Sports
9700 Commerce Parkway
Lenexa, KS 66219
P: 888.450.9101 F: 775.849.4327

Leather and nylon jackets.

Jeff Hamilton
2340 East Olympic Blvd.
Los Angeles, CA 90021
P: 213.747.1818; 888.JACKET.3
F: 213.747.4343



Apparel (cont.)

Leather and nylon jackets.

JH Design Group
931 E. Pico Blvd.
Suite 401
Los Angeles, CA 90021
P: 213.747.5700 F: 213.747.3648

Activewear, including printed and embroidered t-shirts and sweatshirts with player names and images and/or Team logos. Available in Women's, Men's and Youth sizes. Joint license with the NHL Players Association.

Joy Athletic
3301-107 Street
Miami, FL 33167
P: 305.769.6411; 800.237.1385
F: 305.687.6567

Fashion sportswear, including polos, sweatshirts, polar fleece and printed t-shirts. Available in adult and youth sizes.

Knights Apparel LLC
2221 Camden Court, Suite 390
Oak Brook, IL 60523
P: 630.928.8600 F: 630.684.0159

Activewear, including outerwear jackets, fashion fleece tops, athletic tops, baseball style jerseys, and printed t-shirts with or without players' name and number. Available in adult and youth sizes. Joint license with the NHL Players Association.

Majestic Athletic
100 Majestic Way
Bangor, PA 18013
P: 610.588.0100 F: 610.588.3800

Activewear tops both screened and embroidered; headwear and sport bags in men's and women's sizes.

Majestic - Club Exclusive (for NHL Teams only)
687 Lehigh Avenue
Union, NJ 07083
P: 908.206.9031 F: 908.206.9034

Vintage Hockey sweaters and tops in various styles, featuring the name and number of former NHL players.

Mitchell & Ness Nostalgia Co.
1229 Walnut St.
Philadelphia, PA 19107
P: 215.399.0315 F: 215.592.1180





**NATIONAL HOCKEY LEAGUE
OFFICIALLY LICENSED PRODUCTS**

March 2003

The manufacturers listed herein are licensed by NHL Enterprises, L.P. to utilize the National Hockey League team logos, names and graphics, etc., on their products. Legal action will be taken regarding any unlicensed usage of these copyrighted and trademarked properties.

**NHL Enterprises, L.P.
1251 Avenue of the Americas
New York, NY 10020-1198
(212) 789-2000
(212) 789-2020 (fax)**



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NHL Vintage Collection

Denoted by  on other pages

American Needle & Novelty Co.
1275 Busch Parkway
Buffalo Grove, IL 60089

P: 847.215.0011; 800.356.7589
F: 847.215.0013

Coaches style caps, both fitted and adjustable.

Majestic Athletic
100 Majestic Way
Bangor, PA 18013

P: 610.588.0100 F: 610.588.3800

Activewear tops, including t's and fleece.

Mitchell & Ness Nostalgia Co.
1229 Walnut St
Philadelphia, PA 19107

P: 215.399.0315 F: 215.592.1180

Authentic Vintage sweaters incorporating the name and number of former NHL players.

New Era
8061 Erie Road
P.O. Box 208
Derby, NY 14047

P: 716.549.0445 F: 716.549.5424

Authentic fitted and adjustable coaches caps in various styles. Available in adult and youth sizes.

Old Time Sports, Inc.
23 Walkers Brook Drive
Reading, MA 01867

P: 781.942.0400 F: 781.942.9550

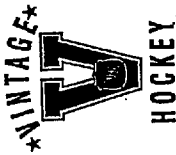
Printed t-shirts in various styles.

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Fashion tops in various styles; headwear, both fitted and adjustable.





NHL Vintage Collection (cont.)

Denoted by  on other pages

Replica mesh Vintage jerseys.

The Hockey Company/CCM
2 Place Alexis Nihon
3500, boul de Maisonneuve ouest, Suite 800
Westmount, PQ H3Z 3C1

P: 514.937.1118 F: 514.937.8276

Twins Enterprises
19 Yawkey Way
Boston, MA 02215

P: 617.437.1384; 800.446.6046
F: 617.437.7581

Fitted and adjustable coaches caps in various styles.



Accessories

NHL shield and Team socks and slipper socks.

For Bare Feet
P.O. Box 159
Helmsberg, IN 47435

P: 800.669.0674; 812.988.6674
F: 812.988.1550

Grossman Cap Co., Inc.
30 Bodwell Street
P.O. Box 537
Avon, MA 02322

P: 508.427.1780 F: 508.587.0082

Pine Hosiery Mills, Inc.
208 South Main Street
P.O. Box 98
Star, NC 27356

P: 910.428.2185 F: 910.428.9567

Rico Industries/Tag Express
1712 South Michigan
Chicago, IL 60616

P: 312.427.0313 F: 312.427.1887

Thompson World Industries
500 Madison Street
Winnipeg, MB R3H 0L5

P: 204.783.7020 F: 204.783.7100

Nylon mittens, knit gloves, ski gloves, knit headwear, slipper socks, earmuffs, headwear sets and children's play hats.

Socks (all sizes, all styles); wristbands; mittens; infant/toddler sleepwear.

Leather accessories, including trifolds, checkbook covers, business card cases, and coasters. Nylon trifolds; nightgights; antenna stickers.

Assorted baby accessories: bottles, bibs, booties, pacifiers, dinner sets.



Apparel

Genuine golf apparel, including polos, sweaters and pullovers.

Antigua
16651 N. 84th. Ave.
Peoria, AZ 85382

P: 800.528.3133 F: 623.523.6014

BlueLine/Woodlake Design Group

1450 Broadway, Suite 1205
New York, NY 10018

P: 212.302.2188 F: 212.302.2189

Concepts Sport

6445 Powers Ferry Rd., Suite 330
Atlanta, GA 30339

P: 770.859.1420; 800.284.4288
F: 770.859.1434

G-III Sports Licensing

512 Seventh Ave., 33rd. Floor
New York, NY 10018

P: 212.403.0888 F: 212.403.0889

Gear for Sports

9700 Commerce Parkway
Lenexa, KS 66219

P: 888.450.9101 F: 775.849.4327

Jeff Hamilton

2340 East Olympic Blvd.
Los Angeles, CA 90021

P: 213.747.1818; 888.JACKET13
F: 213.747.4343

Surf and skate inspired branded activewear, including printed Ts, synthetic tops, polar fleece tops, outerwear and board shorts. Available in adult and youth sizes.

Boxer shorts, loungewear, fashion fleece tops, and t-shirts. Available in men's, women's and youth sizes.

Outerwear jackets in various styles and fabrics. Sportswear, including fleece tops, synthetic tops, polar fleece and polos. Available in adult and youth sizes.

Sportswear consisting of t-shirts, shorts, jackets, fleece tops and bottoms, woven shirts, polos and sweaters in various styles and fabrications. Available in youth and adult sizes.

Leather and nylon jackets.



Apparel (cont.)

Leather and nylon jackets.

JH Design Group

931 E. Pico Blvd.
Suite 401
Los Angeles, CA 90021

P: 213.747.5700 F: 213.747.3648

Joy Athletic

3301-107 Street
Miami, FL 33167

P: 305.769.6411; 800.237.1385
F: 305.687.6567

Knights Apparel LLC

2221 Camden Court, Suite 390
Oak Brook, IL 60523

P: 630.928.8600 F: 630.684.0159

Majestic Athletic

100 Majestic Way
Bangor, PA 18013

P: 610.588.0100 F: 610.588.3800

Majestic - Club Exclusive

(for NHL Teams only)

687 Lehigh Avenue
Union, NJ 07083

P: 908.206.9031 F: 908.206.9034

Mitchell & Ness Nostalgia Co.

1229 Walnut St.
Philadelphia, PA 19107

P: 215.399.0315 F: 215.592.1180

Activewear, including printed and embroidered t-shirts and sweatshirts with player names and images and/or Team logos. Available in Women's, Men's and Youth sizes. Joint license with the NHL Players Association.

Fashion sportswear, including polos, sweatshirts, polar fleece and printed t-shirts. Available in adult and youth sizes.

Activewear, including outerwear jackets, fashion fleece tops, athletic tops, baseball style jerseys, and printed t-shirts with or without players' name and number. Available in adult and youth sizes. Joint license with the NHL Players Association.

Activewear tops both screened and embroidered; headwear and sport bags in men's and women's sizes.

"Vintage Hockey" sweaters and tops in various styles, featuring the name and number of former NHL players.



Apparel (cont.)

Nike Team Sports
One Bowerman Drive
Beaverton, OR 97005

P: 905.845.6413 X223 F: 503.532.6930

Old Time Sports, Inc.
23 Walkers Brook Drive
Reading, MA 01867

P: 781.942.0400 F: 781.942.9550

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Shane Knit Ltd.
456 Alliance Avenue
Toronto, Ontario M6N 2J2

P: 416.769.4156 F: 416.763.0888

Social Awearness
1727 Berkeley Street
Santa Monica, CA 90404

P: 310.582.8888 F: 310.582.8890

Terry Manufacturing Co., Inc.
3725 Zip Industries
Atlanta, GA 30354

P: 404.761.8888 F: 404.761.6999



The Hockey Company - CCM Apparel
14 Summit Place
Branford, CT 06405

P: 203.483.5666 F: 203.483.5755

VF Imagewear, Inc./CSA
4408 West Linebaugh Ave.
Tampa, FL 33624

P: 813.969.6240 F: 813.969.6525

VF Imagewear, Inc./Lee Sport
4408 West Linebaugh Ave.
Tampa, FL 33624

P: 813.969.6240 F: 813.969.6525

Replica, game and practice hockey jerseys; basic fleece; screened t-shirts; polos; mock turtlenecks; warm-ups; outerwear jackets. Available in adult and youth sizes.

Fashion sportswear, including basic and fashion t-shirts and fleece, fashion knit polos and tops, woven shirts in cotton, cotton blend, twill and denim. Available in adult and youth sizes. Also, women's styles and sizes.

Fashion sportswear, including basic and fashion t-shirts and fleece, fashion knit polos and tops, woven shirts in cotton, cotton blend, twill and denim. Available in adult and youth sizes. Also, women's styles and sizes. Official "Locker Room" t-shirt for the 2002 Stanley Cup Playoffs.

Athletic sportswear in various styles. Available in adult sizes.

Fashion tops, including t-shirts and fleece with embroidered and/or screened graphics. Products feature "Old Time Hockey" phrase in retro looks, including enzyme washed garment-dyed tops.

Activewear, namely: t-shirts, fleece tops and fleece bottoms available in sizes infant, youth, children and adult; adjustable and fitted headwear in all sizes.

Cold weather knit sweaters in various styles and fabrication. Knit scarves in various styles. Available in adult and youth sizes.

Women's fashion wear and men's camp shirts (see women's section).

Sportswear, including t-shirts and fleece in various styles; fashion polos; polar, burbur and microfibre fleece.



TRADEMARK

REEL: 004031 FRAME: 0261



Center Ice

Official whistle of the NHL.

Fox 40 International
4600 Whitmer Industrial Estate
Niagara Falls, NY 14305

P: 716.298.1129 F: 716.298.1204

**The Hockey Company-
CCM/KOHO/JOFA**

3500, boul de Maisonneuve ouest, Suite 800
Westmount, PQ H3Z 3C1

P: 514.932.1118 F: 514.937.8276

The Hockey Company - CCM Apparel

14 Summit Place
Branford, CT 06405

P: 203.483.5666 F: 203.483.5755

In Glas Co. Corp., LTD.

930 Blais Street
Sherbrooke, Quebec J1K 2B7

P: 819.566.1994 F: 819.566.1846

SportStar

1513 Story Street
Houston, TX 77024

P: 713.290.8989 F: 713.290.8788

Authentic and replica jerseys, practice jerseys and
practice equipment.

Center Ice authentic apparel.

The Official Game Puck of the NHL.

Helmet decals.



Electronics

NHL FaceOff 2003* video game for Sony PlayStation
2.

989 Sports
10075 Barnes Canyon Rd.
San Diego, CA 92121

P: 858.824.5731 F: 858.824.5632

Electronic Arts (EA Sports)

4330 Sanderson Way
Burnaby, BC V5C 4X1

P: 604.456.3273 F: 604.456.5013

Midway Sports

2727 West Roscoe Street
Chicago, IL 60618

P: 773.961.2955 F: 773.961.2626

Naki International

5101 Commerce Drive
Baldwin Park, CA 91706

P: 626.960.9230 F: 626.960.9252

Sega of America

One Thorndale Drive
Suite 300
San Rafael, CA 94903

P: 415.507.7557 F: 415.479.3622

NHL Hitz 20-03* fantasy based video game available
on PlayStation 2, Game Cube, Xbox and Game Boy
Advanced.

Video game peripherals, including controllers,
multitap memory cards for PlayStation 2 consoles
and assorted accessories for Game Boy Advanced.

NHL2K3 video game for PlayStation 2, Xbox and
Game Cube.





Gifts & Novelties (cont.)

Liquid filled key chains with floating pieces; acrylic products, including re-freezable mugs, picture frames, ice buckets, trays, paper weights, snack containers and cookie jars; novelty pens.

Duck House, Inc.
#1 Topline Plaza
4651 State Street
Montclair, CA 91763

P: 909.628.0720 F: 909.628.0382

Miniature collectible player helmets; Team water bottle with Team specific goalie mask or helmet topper; Team travel blanket.

DVP Consulting/Seek Enterprise USA
105 E. Main Street, Suite 3
Molalla, OR 97038

P: 503.829.8581 F: 503.759.3261

Photo frames, clocks, bookends, waterbells, magnets, Christmas ornaments, bear figurines, photo albums, coin banks.

Elby Gifts
3504 Francis Hughes
Laval, Quebec H7L 5A9

P: 450.668.8211 F: 450.668.8463

Beads (necklaces with polystone medallion attached).

Eton
131 Plouche Street
P.O. Box 23370
New Orleans, LA 70183

P: 800.937.3866; 504.734.1881
F: 504.734.9136.

Pewter pins, keychains, Christmas ornaments, letter openers, commemorative coins, dog tags, business card holders.

Executive Promotions
4670 St. Catharine Street West
Suite 300
Montreal, Quebec H3Z 1S5

P: 514.939.6475 F: 514.939.3594

Gift baskets via internet containing NHL products.

FanGift, Inc.
4455 North Milwaukee Ave.
Chicago, IL 60630

P: 773.685.8035 F: 773.794.8810



Gifts & Novelties

Lapel pins, key tags, money clips, magnets, belt buckles, dog tags, luggage tags, coasters, pendants, bracelet links, flexible photohead doll.

Aminco International, Inc.
20571 Crescent Bay Drive
Lake Forest, CA 92630

P: 949.457.3261 F: 949.457.3270

Watches, sterling silver Stanley Cups, sterling silver jewelry and karat jewelry.

Anderson Jewelry, Inc.
516 Enterprise Drive
Erlanger, KY 41017

P: 800.362.9896 F: 859.392.2589

Player celebrity rubber ducks using current players likeness as ducks head.

Celebriducks
28 Mountain View Avenue
San Rafael, CA 94901

P: 415.456.3452 F: 415.456.9045

Covers for manual wheelchairs that are mounted to the wheel.

Chairwares, Inc.
316 N. Third Street
Shepherd, MI 48883

P: 989.773.2598 F: 989.828.6554

Leather products, including attaché cases, portfolios, diaries, wallets, credit card cases, etc.; key tags; writing instruments; cuff links.

Concord Industries
19 Willard Road
Norwalk, CT 06851

P: 203.750.6060 F: 203.750.6057

Game Buddy information/schedule book, organizer, autograph book and trading card holder.

DNP America, LLC
335 Madison Avenue, 3rd Floor
New York, NY 10017

P: 212.530.1074 F: 212.286.1505



Gifts & Novelities (cont.)

Team specific golf gloves, golf head covers, golf towels and divot repair tools.

Great Lakes Glove Company
7159 Snow Flake Drive
Clarkston, MI 48346

P: 248.620.1446 F: 248.620.0313

GridWorks, Inc.
22526 Canoe Road
Elgin, IA 52141

P: 515.270.4944 F: 515.334.9420

Hunter Manufacturing Group
201 West Loudon Ave.
Lexington, KY 40508

P: 606.254.7573; 800.237.1869
F: 606.254.7614

In Glas Co. Corp., LTD.
1060 Rue de Cherbourg
Sherbrooke, Quebec J1K 2N8

P: 819.566.1994 F: 819.566.1846

JF Sports Company
5842 Ridge Road
Cleveland, OH 44129

P: 440.582.9292 F: 440.582.3666

Jostens, Inc.
5501 Norman Center Drive
Minneapolis, MN 55437

P: 952.830.3313 F: 952.897.4134

Wooden products; generic mini hockey masks, skates, pucks, glasses case, coasters, desk accessories, photo plaques, hockey sticks, business card holders, picture frames, serving trays, steins.

Glassware and ceramicware in a variety of styles, such as ashtrays, wine glasses, paper weights, collector plates, etc.; vinyl can coolers, tin accessory boxes, shoe laces, hair accessories, sunglasses, mouse pads, mini replica ceramic Stanley Cups, key rings, pet accessories, belts, luggage and camera straps, fan tags, cap key chains, flashlight key chains, key rings, yo yo's, clocks and lamps.

Souvenir hockey pucks, puck holders, wooden and plastic mini sticks, plastic mini pennants, water bottles, pins, key rings and yo yo's.

"Jl Sports Brats" key chains, mask key chains, regular key chains, coin purses, nylon wallets, toothbrushes with or without holders, ice scrapers.

Rings, pendants, bracelets, charms, lapel pins, tie tacks, cuff links, medallions, key chains, coins.



Gifts & Novelities (cont.)

Hockey pucks with unique, non-traditional logo designs, including vertical lenticular 3-D imagery with or without player likenesses. Player-related bobblehead dolls of all sizes, with or without pucks; pencil bobbies and keychain bobbies; novelty pins.

Fotoball USA, Inc.
6740 Cobra Way
San Diego, CA 92121

P: 858.909.9900; 800.325.3686
F: 858.909.9901

Fremont Die Consumer Products
700A Flag Stone Way
Newport News, VA 23608

P: 757.872.6638 F: 757.872.6958

Future Product Sales
270 Parkdale
Hamilton, Ontario L8H 5X7

P: 800.490.0495 F: 800.490.0499

Gametime
350 Lexington Avenue
New York, NY 10016

P: 212.871.1299 F: 212.871.1295

Good Stuff Corporation
47-00 33rd. Street
Long Island City, NY 11101

P: 718.937.3333 F: 718.937.1037

Great American Products, Inc.
1661 South Seguin
New Braunfels, TX 78130

P: 800.341.4436 F: 830.620.8430



Watches, Schedule Watches, Clocks (including desk).

Various size plush bears with Team jerseys; suction cup bears with Team jerseys; pucks with knit hats; vinyl pucks; vinyl Team jerseys with suction cups; mousepads packaged with or without same Team screen savers; vinyl soft Zambonis; play balls.

Glass and pewter products, including: belt buckles, keychains, glassware with pewter emblems, coasters, tankards, jewelry boxes, pins, letter openers, ceramic coffee mugs, picture frames, candy jars; stainless steel thermos, bottles and can holders; window wraps; trailer hitches.





Gifts & Novelties (cont.)

Bags, attachés, luggage for sale to Teams and through the Internet only.

Premium Bag LLC
184-10 West Jamaica Ave.
4th. Floor
Hollis, NY 11423

P: 718.264.2000 F: 718.264.8134

Laser engraved hardwood souvenirs, including hockey puck, mini/full sized player/goalie sticks, executive desk sets, keychains and other laser engraved hardwood products.

Pro Stick
40 River Street
Leominster, MA 01453

P: 978.534.8330 F: 978.840.8612

Souvenir pucks, mini sticks, key chains.

Puckworld International
P.O. Box 1230
Sayreville, NJ 08872

P: 732.651.7800 F: 732.651.1671

Batteries.

RedCell Power Corporation
440 Steves Drive
West Vancouver, BC V7S 1C6

P: 604.925.2169 F: 604.605.8841

Bags, namely: backpacks, handbags and purses; shaving kits, portfolios, tags, wallets, agenda covers and binders.

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Photo of an actual arena scoreboard with customer's "name in lights" (superimposed via computer), framed or unframed.

Scoreboard Memories
420 Academy Drive
Northbrook, IL 60062

P: 847.562.1881 F: 847.562.1871



Gifts & Novelties (cont.)

Disposable cameras; gourmet chocolates.

Maramor, Inc.
1855 East 17 Ave.
Columbus, OH 43219

P: 614.291.2244 F: 614.291.0966

Infant bibs, all towels, kimono robes, shorts (in adult sizes). Novelty gift products.

McArthur Sports
4707 East Baseline Road
Phoenix, AZ 85042

P: 704.454.4155 F: 704.454.4006

Karat jewelry.

Michael Anthony Jewelers
115 So. Macquesten Parkway
Mt. Vernon, NY 10550-1724

P: 914-699-0000 F: 914-699-2335

Beverage insulators, soft travel mugs, mouse pads, sport bottles, laptop sleeves, [U] Sucker beverage holder.

NUMO Manufacturing Acquisitions, Inc.
8238 Lovett Avenue
Dallas, TX 75227

P: 214.381.0839 F: 214.381.6239

NY State DMV custom and/or personalized custom vehicle license plates on vehicles registered in NY State bearing the logos, names and/or marks of the Buffalo Sabres, NY Islanders or NY Rangers.

NY Custom Plates State of New York DMV
Swan Street Building, Room 22A
Empire State Plaza
Albany, NY 12228

P: 518.474.0849 F: 518.474.0849

Pins, keychains, earrings, charms, bracelets, necklaces, collector's pin sets and ticket holders.

Peter David, Inc.
10890 Thornmint Rd.
San Diego, CA 92127

P: 858.385.2680 F: 858.385.2690

TRADEMARK

REEL: 004031 FRAME: 0265



Gifts & Novelties (cont.)

Tag Express
1712 S. Michigan Ave.
Chicago, IL 60616
P: 888.618.7568 F: 972.618.7567

The Encore Group
111 Cloverleaf Drive
Winston-Salem, NC 27103
P: 336.768.7400 x232 F: 336.768.4629

The Raynor Group
525 Hempstead Turnpike
West Hempstead, NY 11552
P: 516.481.9500 F: 516.481.8141

Tiger Technology USA, Inc.
11440 East 56th Avenue
Denver, CO 80239
P: 303.576.6333 F: 303.576.8584

Topperscot, Inc.
2323 South Lipan
Denver, CO 80223
P: 303.936.2444; 800.334.2518
F: 303.936.2778

Transport Graphics
3313 E. 83rd. Place
Merrillville, IN 46410
P: 219.947.1477; 800.445.3044
F: 219.947.3839

Auto tags and frames, bumper stickers, keychains, rearview mirror decals, road signs, car flags, bike tags, brake light decals, ice scrapers. Diaries, brass desk accessories, pennants, mini pennants, door knob hangers, window wavers, static cling decals and magnets.

Mouse pads, coaster sets, ceramic 'mug shots' (mini mugs), cereal bowls, snow globes, switch plates, sculpted tumblers, soap dishes and toothbrush holders, votive candle holders, canisters, magnets, steins.

Backpacks, coolers/lunch bags, mouse pads, picture frames, messenger bags, 3-ring binders, day planners, PDA cases, portfolios, keychains, desktop accessories, laptop cases, gym bags, chairs, CD cases and footrests.

Satellite dish with Team specific reflector cover.

Glass ornaments, votive candle holders, earrings, plastic lapel pins, 2" plastic magnets and badges, keychains and coasters.

Re-applicable self-adhesive décor (NHL players and Team logos) for indoor surfaces.



Gifts & Novelties (cont.)

Scottish Christmas
2369 Joslyn Court
Lake Orion, MI 48360
P: 800.259.6785 F: 248.391.5799

Seven Sons & Company, Inc.
115 Interstate Park
Spartanburg, SC 29303
P: 864.574.7660 F: 864.574.7611

Snack Factory, Inc.
P.O. Box 3562
Princeton, NJ 08543
P: 609.683.5400 F: 609.683.9595

South Pacific
1507 Clyde Waite Drive
Building 4
Bristol, PA 19007
P: 215.788.3422 F: 215.788.3420

Sportfx International Corp.
23 Westmore Drive, Unit 11
Toronto, Ontario M9Y 3Y6
P: 416.746.6909 F: 714.746.7600

Strike Zone, Inc.
22431-8160 Antonio Parkway
Rancho Santa Margarita, CA 92688
P: 818.789.4004 F: 714.789.5114

Glass Christmas ornaments.

Rainwear products, ponchos, rain jackets, umbrellas.

Empty bottle banks with Team identification, bottle banks filled with popcorn or miscellaneous generic snacks; bottles filled with generic peanuts or candy (non-banks).

Lip balms, lip balm tins, breath spray and sunblock.

Puck coin banks, fridge magnets, temporary tattoos, mini banners, Team roster 'Stats' binder, beverage cooler, wood and/or plastic mini sticks and soft puck or ball play set; micro stick and play set with ball or soft puck, wood pucks and acrylic pucks.

Hair accessories, costume jewelry, medallions, key rings, zipper clippers, rubber magnet picture frames and mirrors, pins, earrings, pendants, rubber ducks and ankle bracelets. Products incorporating the likenesses of Betty Boop and/or Popeye; collectible lapel pins, rubber magnet picture frames, rubber and metal key rings.



Gifts & Novelties (cont.)

Wincraft, Inc.
1205 East Sanborn
Winona, MN 55987
P: 507.454.5510; 800.533.8006
F: 507.454.6403

Penants, buttons, bumper strips, key rings, hat/lapel pins, locker room signs, street signs, novelty hankies, costume jewelry, pencil toppers, plastic license plates, hard hats, waste baskets, trash cans, standing boards, temporary tattoos, badge holders.

Winning Streak Sports, Inc.
2018 East Prairie Circle
Olathe, KS 66062

Oversized wool blend pennants made of wool/acrylic with embroidery applique.

P: 913.768.8868 F: 913.768.0808

Zippo Manufacturing Co.
33 Barbour St.
Bradford, PA 16701

Zippo windproof lighters, Ziplights, money clips and key holders.

P: 814.368.2700 F: 800.362.3598



Headwear

American Needle & Novelty Co.
1275 Busch Parkway
Buffalo Grove, IL 60089

Coaches headwear in various styles, constructed and unconstructed, including visors. In addition, offering "Vintage Hockey" logos and styles.

P: 847.215.0011; 800.356.7589
F: 847.215.0013

Blueline/Woodlake Design Group
1450 Broadway, Suite 1205
New York, NY 10018

Coaches headwear in various styles, constructed and unconstructed, including visors.

P: 212.302.2188 F: 212.302.2189

Drew Pearson Marketing
15006 Beltway Drive
Addison, TX 75001

Coaches caps in various styles, with or without player name and number. Available in adult and youth sizes. Joint license with the NHL Players Association. Co-branded NHL/Zamboni artwork available.

P: 972.702.8055; 800.879.0880
F: 972.702.0143

Ice Caps/Sweat Sport, Inc.
9566 Indian Meadows Drive
St. Louis, MO 63132

Knit hockey sock caps (the "real" hockey sock). Available in adult and youth sizes.

P: 314.991.0014 F: 314.991.9578

New Era
8061 Erie Road
P.O. Box 208
Derby, NY 14047

Authentic fitted and adjustable coaches caps in various styles. Available in adult and youth sizes.

P: 716.549.0445 F: 716.549.5424

Nike Team Sports
One Bowerman Drive
Beaverton, OR 97005

Coaches headwear in various styles, including visors. Official Stanley Cup Locker Room Cap for 2003.

P: 503.532.6729 F: 503.532.6930





Headwear (cont.)



Old Time Sports, Inc.
23 Walkers Brook Drive
Reading, MA 01867

P: 781.942.0400 F: 781.942.9550

Coaches headwear in various styles, constructed and unconstructed, including visors.

Rossmor Industries, Inc.
234 W. Florida Street
Milwaukee, WI 53204

P: 414.276.4647 F: 414.276.4893

Cold weather headwear, scarves, slipper socks, headbands, gloves, faux fur hats and vests. Available in men's, women's and youth sizes.

Roxbury Industries Corp.
226 Beach 101st. Street
Rockaway Park, NY 11694

P: 718.634.4820 F: 718.634.4812

Knit headwear, scarves and mittens.

The Hockey Company/CCM
2 Place Alexis Nihon
3500, boul de Maisonneuve ouest, Suite 800
Westmount, PQ H3Z 3C1

P: 514.932.1118 F: 514.937.8276

Coaches caps, sized and adjustable in various styles.



Twins Enterprises
19 Yawkey Way
Boston, MA 02215

P: 617.437.1384; 800.446.6046
F: 617.437.7581

Fitted and adjustable coaches caps in various styles.

Zephyr Graf-X
5443 Earhart Rd.
Loveland, CO 80538

P: 888.282.0994 F: 970.663.7695

Fitted and adjustable coaches caps in various styles.





House & Home

Biederlack of America/Cushion Craft
1071 Avenue of the Americas
New York, NY 10018

P: 212.398.4751 F: 212.764.6071

Danby Products
5070 Whitelaw Road
P.O. Box 1778
Guelph, Ontario N1H 6Z9

P: 519.837.0920 F: 519.837.0449

Dan River
675 Mansell Road, Suite 100
Roswell, GA 30076

P: 678.352.3245 F: 678.352.3252

Duck House, Inc.
#1 Topline Plaza
4651 State Street
Montclair, CA 91763

P: 909.628.0720 F: 909.628.0382

Glass Prints
30 W. 270 Butterfield Road, Unit 118
Warrenville, IL 60555

P: 630.393.6441 F: 630.393.4434

Great American Products, Inc.
1661 South Seguin
New Braunfels, TX 78130

P: 800.341.4436 F: 830.620.8430

Blankets and throws of all fabrics and sizes, pillows, bedrests, wall hangings, and bean bag chairs.

Mini refrigerators.

NHL montage and Team specific sheets, comforters, pillowcases, shams, bedskirts, valances, pillows.

Acrylic products, such as mugs, liquid filled key chains, with floating pieces, picture frames, glasses, double walled ice buckets, paper weights, snack containers, cookie jars, disposable party plates, cloths and napkins, scented wax candles and wind chimes.

Tiffany-style lamps and glass suncatchers.

Glassware with permanently attached pewter emblems, coasters, tankards, ceramic coffee mugs, stainless steel thermos, bottle and can holders, car mugs, picture frames. Candy jars of all sizes with pewter logos and/or trim.





House & Home (cont.)

Hunter Manufacturing Group
201 West Loudon Ave.
Lexington, KY 40508

P: 606.254.7573; 800.237.1869
F: 606.254.7614

J. Boakes Promotion, Inc.
42 McClellan Crescent
Thornhill, Ontario L4J 2T1

P: 416.399.0742 F: 416.495.1912

Sports Coverage
5555 Military Parkway
Dallas, TX 75227

P: 214.381.3096 F: 214.381.4585

Teamworks Wallcoverings
804 Grandview
Paris, IL 61944

P: 217.463.2109; 800.288.4003
F: 217.463.1811

Terrisol Corporation
254 Fifth Avenue
New York, NY 10001

P: 212.725.6996 F: 212.725.6996

The Northwest Company
295 Fifth Avenue, Suite 1606
New York, NY 10016

P: 212.684.1006 F: 212.684.4346

Glassware and ceramicware in a variety of styles, ashtrays, magnets, wine glasses, paper weights, vinyl can coolers, hand towels, shave razors, toothbrushes, hair accessories, tables, stools, stadium seats, seat cushions, clocks and lamps.

Salt and pepper mini shakers.

Comforters, shams, valances, shower curtains, sheet sets.

Team specific wall borders and wallpaper.

Towels of all types, coordinated wash cloths, terry robes.

Woven acrylic throws, 100% cotton woven throws for juvenile and/or baby, floor cushions to coordinate with throws, throw rugs and pillows to coordinate with blanket design, carpet bags.





House & Home (cont.)

Topperscot, Inc.
2323 South Lipan
Denver, CO 80223

P: 303.936.2444; 800.334.2518
F: 303.936.2778

Glass ornaments, candle holders, Christmas stockings, ultra light plastic ball style earrings, button style earrings, plastic lapel pins, 2" plastic magnets and plastic badges.

UPI Marketing, Inc.
18 Third Street
Hermosa Beach, CA 90254

P: 310.376.3736 F: 310.376.6606

Team keys.

Whirley Industries, Inc.
618 Fourth Avenue
Warren, PA 16365

P: 814.723.7600 F: 814.723.2345

Sport bottles, thermos mugs, mugs.

Wizard Neon
4951 Airport Parkway, Suite 660
Addison, TX 75001

P: 800.347.8705 F: 972.458.8033

Aluminum case neon clock with NHL Team logo face, large neon decorated Team logo wall hangings (plaques).



Infant, Toddler & Children's Apparel & Accessories

American Needle & Novelty Co.
1275 Busch Parkway
Buffalo Grove, IL 60089

P: 847.215.0011; 800.356.7589
F: 847.215.0013

Drew Pearson Marketing
15006 Beltway Drive
Addison, TX 75001

P: 972.702.8055; 800.879.0880
F: 972.702.0143

Franco Apparel
100 West 33rd. Street, Suite 915
New York, NY 10001

P: 212.967.7272 F: 212.967.7395

Gear for Sports
9700 Commerce Parkway
Lenexa, KS 66219

P: 888.450.9101 F: 775.849.4327

Grossman Cap. Co., Inc.
30 Bodwell Street
P.O. Box 537
Avon, MA 02322

P: 508.427.1780 F: 508.587.0082

Haddad Apparel Group, LTD.
100 West 33rd. Street, Suite 1115
New York, NY 10001

P: 212.630.3160 F: 212.630.3140

Headwear.

Infant/toddler stretch cap, coaches caps and cold weather knit caps. Headwear offered in juvenile and youth sizes. Co-branded NHL/Zamboni graphics.

Children's activewear, including sets (shorts/pants), tops, bottoms, dresses, coveralls, creepers, outerwear, windsuits, headwear and infant accessories sets, namely, onesies, bibs, booties, caps and blankets.

Children's t-shirts (sizes 8-20), crew tops, hooded sweatshirts and nylon outerwear.

Nylon mittens, knit gloves, ski gloves; knit headwear, slipper socks, ear muffs, headwear sets and children's play hats. Available in infant and toddler sizes 2-4 and 4-7.

Children's activewear, including jogsuits, tops, bottoms, dresses, rompers, coveralls, creepers, overalls, swimsuits, outerwear, underwear, sleepwear, headwear, back-to-school accessories, adult and youth bags, infant gift sets which shall include pacifiers, rattles, baby bottles. Products to be manufactured under the NIKE/NHL co-brand or "Mighty Mac" brand.





Infant, Toddler & Children's Apparel & Accessories (cont.)

Joy Athletic
3301-107 Street
Miami, FL 33167

P: 305.769.6411; 800.237.1385
F: 305.687.6567

Activewear, including printed and embroidered t-shirts and sweatshirts with player names and images and/or Team logos. Available in Women's, Men's and Youth sizes. Joint license with the NHL Players Association. Co-branded NHL Zamboni graphics.

Outerstuff LTD.
1370 Broadway
New York, NY 10018

P: 212.594.9700 F: 212.239.4268

Outerwear in various styles, including: ski pants, windsuits and vests. Children's activewear, including bibs, infant prams, sweatshirts, tops and bottoms. Girls wear including outerwear, babydoll tops, bottoms and dresses.

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Activewear, namely: t-shirts, fleece tops and fleece bottoms; outerwear in wool, leather, cotton, nylon, cashmere, polar fleece and combinations thereof; and adjustable and fitted headwear in all sizes.

Social Awearness
1727 Berkeley Street
Santa Monica, CA 90404

P: 310.582.8888 F: 310.582.8890

Activewear, including tops, shorts, pants and turtlenecks. Also, infant beanie caps, diaper covers, dresses, boxer shorts, rompers, onesies and hooded blankets. Available in sizes 0-7 only.

Thompson World Industries
500 Madison Street
Winnipeg, MB R3H 0L5

P: 204.783.7020 F: 204.783.7100

Assorted baby accessories: bottles, bibs, pacifiers, dinner sets.





Lettering & Numbering

Darius & Partners, LTD.

347 West 36th. Street, 3rd. Floor
New York, NY 10018

P: 212.465.2441 F: 212.465.2464

Provide lettered and numbered customized jerseys.

Exclusive Pro Sports

5304 Forest Hills Court
Loves Park, IL 61111

P: 815.877.8585 F: 815.877.8544

Provide lettered and numbered customized jerseys.

Fanbuzz.com

2600 Kirila Drive
Hermitage, PA 16148

P: 724.982.4282 F: 724.982.0903

Provide lettered and numbered customized jerseys
online.

Gerry Cosby & Co.

3 Penn Plaza
New York, NY 10001

P: 212.563.6464 F: 212.967.0876

Provide lettered and numbered customized jerseys.

Stahl's

20600 Stephens Street
St. Claire Shores, MI 48080

P: 888.888.4162 F: 800.555.6352

Provide lettered and numbered customized jerseys.





Other

Deco Pac
5736 Main Street
Minneapolis, MN 55432

P: 763.586.4833 F: 763.586.1060

Formula 127
900 Welch Road, Suite 300
Palo Alto, CA 94304

P: 650.326.3087 F: 650.326.6570

Maramor Candy Company
1855 East 17th. Avenue
Columbus, OH 43219

P: 614.291.2244 F: 614.291.0966

USA Home Entertainment
1412 Marielle Drive
Warrington, PA 18976

P: 215.491.8673 F: 215.491.4563

Business-to-business cake decorating sets featuring NHL/M199Zamboni cake tops, cake decals, cupcake picks and lay-ons for cake decorations.

Fortified Jellied Snack Foods.

Chocolate pucks, chocolate hockey sticks and other fine chocolates. Also, disposable cameras.

NHL "Home Videos".





Sporting Goods

Brunswick Bowling
525 West Laketon Avenue
Muskegon, MI 49441

P: 231.725.3365 F: 231.725.3288

NEW

Callaway Golf Company
2180 Rutherford Road
Carlsbad, CA 92008

P: 760.931.1771 F: 760.804.4235

Easton Sports
7855 Haskell Avenue
Suite 200
Van Nuys, CA 91406

P: 800.347.3901 F: 818.782.9795

Extreme Tape
300 West Commercial Avenue
Moonachie, NJ 07074

P: 201.672.9595 F: 201.672.9195

Franklin Sports Industries, Inc.
17 Campanelli Parkway
P.O. Box 508
Stoughton, MA 02072

P: 781.344.1111; 800.225.8647
F: 781.341.3646; 781.341.3220

ITECH Sports Products
18103 Trans Canada Highway
Kirkland, Quebec H9J 3Z4

P: 514.697.9900 F: 514.697.0464

Licensed bowling balls.

Golf balls, golf clubs (irons & woods), putters, wedges, golf bags, carry-on bags, duffel bags and shoe transport bags.

Hockey equipment.

Licensed adhesive tape.

Street hockey sets, including sticks, vinyl pucks, no-bounce rubber/vinyl ball, stick butt cups and stick tape sold individually or in sets. Accessories include: gloves, knee pads, elbow pads, goal pads and goals.

Licensed ice hockey goalie masks.





Sporting Goods (cont.)

Jenco Idea Corporation (LeGolie)
2525 Johnson Street
Hollywood, FL 33020

P: 954.927.4453 F: 954.923.1718

Mission Hockey
8201 South Standard Avenue
Santa Ana, CA 92707

P: 714.556.8856 F: 714.556.9525

Oakley
One Icon
Foothill Ranch, CA 92610

P: 800.561.XCEL F: 949.699.3536

OxySox
100 West Big Beaver Road
Troy, MI 48084

P: 877.669.9769 F: 248.879.6184

RDX
3421 W. Fordam Road
Santa Ana, CA 92704

P: 714.432.8242 F: 714.432.8802

Red Star Hockey
11377 Markus Drive
Garden Grove, CA 92841

P: 714.903.1714 F: 714.903.0734

Automated goalie apparatus for both ice and street hockey.

Ice hockey skates.

Optically correct facial protection for ice hockey.

Performance socks.

PVC street/roller hockey pucks.

Licensed in-line wheels.





Stationery & Publishing

Event posters/photographs: NHL All-Star, Eastern & Western Conference Champion, Stanley Cup Champion.

Team identified Bernie Kosar greeting cards, stickers and puzzles.

NHL Page-A-Day desktop calendar; "Who's Who in Hockey" biographical book by Stan Fischler.

NHL Greatest Hits Calendar; NHL Team logo memo pads.

"NHL - The Official Illustrated History" coffee table book; "NHL Hockey - An Official Fan's Guide".

Writing instruments, key tags and leather products, including: attaché cases, portfolios, diaries, wallets, credit card cases, etc.

Action Images
7101 N. Ridgeway Avenue
Lincolnwood, IL 60465

P: 847.763.9700 F: 847.763.9701

Andrew Noch & Associates
4949 Galaxy Parkway, Suite K
Cleveland, OH 44128

P: 800.788.6446; 216.591.1999
F: 216.292.4824

Andrews McMeel Publishing
4520 Main Street
Kansas City, MO 64111

P: 816.932.6736 F: 816.932.6776

Calendar Club/Calgal Corp.
426 East 7th Street
Royal Oak, MI 48067

P: 212.208.6827 F: 212.208.6827

Carlton Books Limited
20 Mortimer Street
London, W1V 3AW

P: 011.44.207.612.0400
F: 011.44.207.612.0411

Concord Industries
19 Willard Road
Norwalk, CT 06851

P: 203.750.6060 F: 203.750.6057



Sporting Goods (cont.)

Golf balls and golf gloves.

Spalding Sports Worldwide
425 Meadow Street
Chicopee, MA 01021

P: 413.322.2938 F: 413.322.5059

Authentic mini-helmets.

SportStar
1513 Story Street
Houston, TX 77024

P: 713.290.8989 F: 713.290.8788

Licensed compression shorts.

Under Armour
1600 Bush Street
Baltimore, MD 21230

P: 410.468.2515 F: 410.468.2516





Stationery & Publishing (cont.)

(1) "Hockey, the NHL Way" skills book series for kids: The Basics, Goaltending, Goal Scoring, Team Defense, Power Plays, Tips from the Pros; New Release: "Skating for Power and Speed"; (2) "Hockey Heroes", biography book series for kids (titles include: Dominik Hasek, Patrick Roy, Mario Lemieux); (3) "The Essential Blue and White Book - A Toronto Maple Leafs Fact Book"

*A Day in the Life of the Maple Leafs' coffee table book

Greystone Books
2323 Quebec Street, Suite 201
Vancouver, BC V5T 4S7
P: 604.254.7191 F: 604.254.9099

Harper Collins Publishers, Ltd.
55 Avenue Road, Suite 2900
Toronto, Ontario M5R 3L2
P: 416.975.9334 F: 416.975.9884

Hockey Art International
7475 Collins Ranch Terrace
San Diego, CA 92130
P: 858.882.2503 F: 858.882.3750

John F. Turner & Company
1911 Yosemite Boulevard
P.O. Box 1332
Modesto, CA 95353
P: 800.777.0963 F: 209.524.0732

Luxart Communications
218 Brunswick Boulevard
Pointe Claire, PQ H9R 1A6
P: 800.361.4653 F: 877.329.3291

Penguin Putnam Books
345 Hudson Street
New York, NY 10014
P: 212.366.2000 F: 212.414.3393

NHL Quick Series Reference Guides: The Coolest Game, NHL Rules, NHL Stats and Facts, Hockey Skills Series (includes "Playing Defense", "Playing Offense", "Basic Goalkeping" and "Strength Conditioning for Hockey" titles).

Various kids activity books, including: A Century of Hockey Heroes, Body Checks, Center Ice, Cup Crazy - Great Stanley Cup Series, Game Face, Goals, Make a Play, NHL Posterbook, Saves, The Story of Willie O'Ree, The Magnificent One (Mario Lemieux), Young Guns.

Team specific wall and box calendars; Team logo desk caddy.

*After Shiny' series of 11" x 14" original pen and ink art renderings, available matted and/or framed.



Stationery & Publishing (cont.)

Personal bank checks, leather checkbook covers and return address labels.

Current Checks Unlimited, Inc.
8245 N. Union Blvd.
Colorado Springs, CO 80920
P: 719.531.3900 F: 719.548.9604

Dan Diamond & Associates
194 Dovercourt Road
Toronto, Ontario M6J 3C8
P: 416.531.6535 F: 416.531.3939

DK Publishing, Inc.
375 Hudson Street
New York, NY 10014
P: 212.213.4800 F: 212.689.4828

Dotgrams Productions, Inc.
5 Towne Court
Markham, Ontario L3R 1X4
P: 800.625.9219 F: 905.422.4564

Everlasting Images
U.S. Route 1
P.O. Box 830
Cape Neddick, ME 03902
P: 800.937.0987 F: 207.351.3281

FaceOff Publications
5397 Eglinton Avenue W.
Suite 101
Toronto, Ontario M9C 5K6
P: 416.928.2909 F: 416.928.1357

"NHL Guide & Record Book"; "NHL Rule Book"; "Total Hockey - The Second Edition".

"NHL Hockey's Best Shots" coffee table book.

Hockey Hero fantasy sportscast on CD-ROM - personalized game action calls and greeting.

Panoramic stadium lithographs of Stanley Cup Championship Team's on-ice celebration and other special on-ice events.

NHL FaceOff Magazine: Yearbook Edition, All-Star Edition, Stanley Cup Edition





Stationery & Publishing (cont.)

The Official Fan Magazine of the NHL.

The Hockey Magazine
800 Hingham Street #109N
Rockland, MA 02370

P: 781.871.9271 F: 781.871.9934

NHL sticker collection

The Sports Vault Corporation
500 Madison Street
Winnipeg, MB R3H 0L5

P: 204.783.8942 F: 204.783.7100

Power Play Magazine - The Official Magazine of the
Players and Teams of the NHL.

Today's Parent Group
c/o Paton Marketing Resources
3166 Lakeshore Blvd. West
Toronto, Ontario M8V 1L6

P: 416.503.4576 F: 416.503.8474

NHL posters, GAME ON! generic wall, mini and box
calendars; Canadian Team wall calendars.

Trends International
7555 N. Woodland Drive
Indianapolis, IN 46278

P: 317.388.4068 F: 317.388.4010

Jointly licensed interactive customizable locker room
Team posters.

Up 'N Comers
271 Sago Palm
Largo, FL 33778

P: 727.581.8269 F: 727.581.8269

Hockey year wall calendar.

Warwick Publishing Group
161 Frederick Street
Toronto, Ontario M5A 4P3

P: 416.596.1555 F: 416.596.1520

NEW



Stationery & Publishing (cont.)

Peninsula Vending, Inc.
3801-A Charter Park Court
San Jose, CA 95136

P: 408.978.3676; 800.266.3589
F: 408.978.0736

Fan packs, room signs, stickers, sticker packs, sticker
activity packs and sticker boxes (with or without
sticker books).

Photo File, Inc.
5 Odell Plaza
Yonkers, NY 10701

P: 914.375.6000 F: 914.375.5009

NHL matted and unmatted photos available in various
sizes; matted and unmatted event covers; photo key
chains.

Pro Sports Publications
355 Lexington Avenue
New York, NY 10017

P: 212.697.1460 F: 212.661.3276

"NHL Home Ice" commemorative digest-sized
magazines distributed in-arena.

Sandy Lion Sticker Designs
400 Cochrane Drive
Markham, Ontario L3R 8E4

P: 800.387.4215 F: 905.475.3935

NHL stickers, sticker packs, activity books and sets.

Sports Impact
60 E. 42nd. Street, Suite 726
New York, NY 10165

P: 212.697.0530 F: 212.697.0533

Rinkside Magazine (for season ticket holders).

Starline, Inc.
723 Broadway Avenue
Holbrook, NY 11741

P: 631.589.6900 F: 631.589.9062

Full color action posters, stickers and player
identified back-to-school products.





Toys & Games (cont.)

Tabletop rod hockey games, accessories sold with game or separately, including, but not limited to, Team figures and scoreboards. Also, snow boards and sleds.

Stiga Games AB
910 Pittsburgh Road
Butler, PA 16002

P: 724.586.5266 F: 724.586.5266

USAOPOLY
565 Westlake Street
Encinitas, CA 92024

P: 760.634.5910 F: 760.634.0472

Whirley Industries, Inc.
618 Fourth Avenue
Warren, PA 16365

P: 814.723.7600 F: 814.723.2345

Monopoly - The NHL Collector's Edition. Chess game set.

Flying disk.



Toys & Games

Various size plush bears with Team jerseys, suction cup bears with Team jerseys, suction cup pucks with knit hats, vinyl Team jerseys with suction cups, glitter frames, key chains, vinyl soft Zambonis and balls.

Good Stuff Corporation
47-00 33rd. Street
Long Island City, NY 11101

P: 718.937.3333 F: 718.937.1037

Kid Galaxy
One Sundial Avenue, Suite 310
Manchester, NH 03103

P: 603.645.6252 F: 603.645.6323

LEGO Systems, Inc.
555 Taylor Road
P.O. Box 1600
Enfield, CT 06093

P: 860.763.6957 F: 860.763.6795

PAK Sales Co., Inc.
657 East Lincoln Highway
Langhorne, PA 19047

P: 215.757.7577 F: 215.757.7754

Sports Novelty International
22 Clarissa Drive
Suite 1106
Richmond Hill, Ontario L4C 9R6

P: 440.582.9292 F: 440.582.3666

Stevenson Entertainment Group
P.O. Box 57966
Sherman Oaks, CA 91413

P: 818.831.5335 F: 818.363.8922

NHL Bendos, Bendos key chains, Bendos hockey sports sets. Remote controlled Zamboni.

NHL/LEGO Head Shox (constructible head compression reaction figures).

Bubble Boy Hockey games.

Radio controlled toy hockey player figures.

NHL/Smith arena sets with player figurines.





Trading Cards & Collectibles (cont.)

NHL trading cards, primarily featuring retired players.

Fleer/Skybox International, L.P.
1120 Route 73, Suite 300
Mt. Laurel, NJ 08054

P: 856.231.5945 F: 856.222.2242

Flipp Sports, Inc.
960 Turnpike Street
Canton, MA 02021

Flipp Interactive Sports mini books incorporating the name and likeness of current NHL players in Team uniforms.

P: 781.821.2765 F: 781.326.2771

Frozen Pond, Inc.
3232 Steeles Avenue West, #12
Concord, Ontario L4K 4C8

A series of matted photos of memorable moments involving current or former NHL players enjoined with an NHL team name and/or logos. Authenticated signed memorabilia featuring trademarks, trade names and other identifying insignia of the NHL and its member teams.

P: 905.760.8404 F: 905.760.8410

GMJ Holdings
1000 Finch Avenue West
Suite 901
Toronto, Ontario M3J 2V5

SlamCards featuring Player Statistics, Slam Manager application to organize your collection and compare players. Slam video, screen savers, wall paper and biographies.

P: 416.667.7444 F: 416.667.0957

Healy Specialties, Inc.
N94 W14431 Garwin Mace Dr.
Menomonee Falls, WI 53051

Team plaques.

P: 262.255.7770; 800.558.1696
F: 262.255.9490

Highland Mint
4100 North Riverside Drive
Melbourne, FL 32937

Medallions, coin collections, Christmas ornaments, necklaces.

P: 407.773.2727 F: 407.777.9500



Trading Cards & Collectibles

All scales of collectible vehicle replicas, including Zambonis.

Action Performance Companies, Inc.
6301 Performance Drive
Concord, NC 28027

P: 704.454.4155 F: 704.454.4006

Alexander Global Promotions
515 116th. Avenue NE
Bellevue, WA 98004

Bobblehead dolls with player likenesses; Disney bobbles in NHL uniforms.

P: 425.637.0610 F: 425.637.0610

Bradford Exchange Ltd.
9333 Milwaukee Avenue
Niles, IL 60714

Collectible plates including the likenesses of current and former NHL players in uniform.

P: 847.966.2770 F: 847.966.3121

Dart Flip Cards
8086 Trans Canada Highway
St. Laurence, Quebec H4S 1M5

Mini lunch boxes filled with gum and/or candy incorporating the name and likeness of current NHL players in team uniforms. Team logos also available.

P: 514.856.6824 F: 514.856.6825

Dreams, Inc.
2 South University Drive
Suite 325
Plantation, FL 33324

Bobblehead dolls, lithographs, plush bean bag animals, lucite holders for collectible product, Russian stacking dolls.

P: 954.377.0002 F: 954.475.8785

Fleer Collectibles
1120 Route 73, Suite 300
Mt. Laurel, NJ 08054

Die-cast Zambonis of all sizes, die-cast banks in the shape of Zambonis, and die-cast cars, trucks and buses.

P: 856.231.8038 F: 856.222.9128





Trading Cards & Collectibles (cont.)

NHL Player Prints series artwork pieces and reprints highlighting individual NHL players artwork pieces and reprints commemorating the NHL All-Star Game and the host Team; and official limited edition Stanley Cup Playoff prints.

Nextwave Collectibles, Inc.
Shaw Conference Centre
10158-97 Avenue
Edmonton, Alberta T5K 2T5

P: 780.413.4524 F: 780.423.1817

Trading cards incorporating the likeness of current and retired NHL players in uniform.

Pacific Trading Cards, Inc.
18424 Highway 99
Lynnwood, WA 98037

P: 425.774.8473 F: 425.775.7803

Laser engraved hardwood souvenirs, including hockey pucks, mini & full size player/goalie sticks, executive desk sets, keychains and other hardwood laser engraved products.

Pro Stick
40 River Street
Leominster, MA 00153

P: 978.534.8330 F: 978.840.8612

Plush bears and bear keychains, figurines, antenna toppers.

Salvino, Inc.
405 N. Smith Street
Corona, CA 92880

P: 909.273.7850 F: 909.279.1699

Interactive CD-ROM cards with current NHL player statistics, screen savers, wallpaper, emailable cards and video clip highlights.

Serious USA
156 East 38th Street
New York, NY 10016

P: 212.696.5585 F: 212.696.5721

Miniature polystyrene hockey sticks incorporating the names, autographs, statistics and likenesses of current NHL players, each in their respective member Team uniform.

Sportfx International Corp.
23 Westmore Drive, Unit 11
Toronto, Ontario M9V 3Y6

P: 416.746.6909 F: 416.746.7600



Trading Cards & Collectibles (cont.)

Traditional playing cards incorporating the NHL marks with the likenesses of current NHL players in uniform.

Hoyle Products
345 Plato Boulevard East
St. Paul, MN 55707

P: 612.293.7546 F: 612.293.7511

Playing cards incorporating the likenesses of current NHL players in uniform.

International Playing Card Co., Inc.
140 Renfrew Drive, Suite 204
Markham, Ontario L3R 6B3

P: 905.477.2273 F: 905.477.3096

Be a Player! brand trading cards incorporating the likeness of current and retired NHL players in uniform.

In the Game, Inc.
22 St. Joseph Street
Toronto, Ontario M4Y 1J9

P: 416.962.3030 F: 416.513.9466

Replica embroidered emblems mounted on collector's panels, not to exceed 7"x7". The emblems may only be sold on the panel as a part of direct mail continuity program.

MBI, Inc.
377 Connecticut Avenue
Norwalk, CT 06857

P: 203.866.0101 F: 203.866.6943

Die-cast Zambonis, arena replicas, airplanes, buses, trucks, pocket watches, knives, steins, portraits of retired NHL players, clocks, and Santa Clauses. All aforementioned items are for sale via direct advertising only.

MBI, Inc.
377 Connecticut Avenue
Norwalk, CT 06857

P: 203.866.0101 F: 203.866.6943

Articulated and non-articulated figures from 5" to 18" in height and all clothing and other accessories related to the figures.

McFarlane Toys, Inc.
1711 W. Greentree Drive
Suite 208
Tempe, AZ 85284

P: 480.491.7070 F: 480.491.4010





Trading Cards & Collectibles (cont.)

Trading cards incorporating the likeness of current and retired NHL players in uniform.



The Upper Deck Company
5909 Sea Otter Place
Carlsbad, CA 92008

P: 760.929.3514 F: 760.929.3889



Upper Deck Collectibles
5909 Sea Otter Place
Carlsbad, CA 92008

P: 760.929.3514 F: 760.929.3889

Waterford Wedgewood USA
1330 Campus Parkway
Wall, NJ 07719

P: 908.938.5800 F: 908.938.6915

WSP Marketing International
47 Valleybrook Ave.
Don Mills, Ontario M3B 2S6

P: 416.445.8130 F: 416.445.0706

Zippo Manufacturing Company
33 Barbour Street
Bradford, PA 16701

P: 814.368.2700 F: 800.362.3598

Crystal giftware, including hockey pucks, paperweights and medallions.

Team autographed mini wooden sticks with member Team name and logo bearing the signatures of NHL players.

Zippo windproof lighters, ziplights, money clips and key holders.

Player identified bobble head dolls.



Trading Cards & Collectibles (cont.)

Authentic mini-helmets.

SportStar
1513 Story Street
Houston, TX 77024

P: 713.290.8989 F: 713.290.8788

Star Hangers Corp.
P.O. Box 1836
Huntington, Quebec J0S 1H0

P: 514.237.5654 F: 450.371.0715

Steiner Sports Marketing
33 Lecount Place
New Rochelle, NY 10801

P: 914.307.1000 F: 914.632.1102



Team Beans LLC
11 Elkins Road
East Brunswick, NJ 08816

P: 732.967.1177 F: 732.967.1444



The Memory Company
P.O. Box 610
Phenix City, AL 36868

P: 334.448.0708 F: 334.480.0197



The Topps Company
1 Whitehall Street
New York, NY 10004

P: 212.376.0415 F: 212.376.0623

Collectible cold cast, hand painted reproductions of hockey sweaters and related hockey paraphernalia, both framed and unframed; holiday ornaments.

Catch the Moment photos; plaques which may or may not include player; acrylic or glass casings for collectible products; "Startight Plaques" (contains image of player with light behind it); collectible pieces such as shadow boxes with game used pieces and photos.

Player and non-player plush Bear Bag Bears and other animals; plush pucks, vehicles & Christmas stockings; player and non-player identified bobblehead dolls; non-player related animal bobbleheads; collectible mini replica jerseys with player names and numbers.

Non-articulated resin sculptures including, but not limited to, whimsical figures, ornaments, logo, Santas, hockey equipment, arenas, bobblehead doll, plush animals and snowglobes.

Trading cards incorporating the likeness of current and retired NHL players in uniform.





Womens (cont.)

Knit tops & bottoms, woven tops & bottoms, dresses, boxer shorts, overalls, shorts, sweaters, nylon shorts, pants and jackets.

Knights Apparel LLC
2221 Camden Court, Suite 390
Oak Brook, IL 60523

P: 630.928.8600 F: 630.684.0159

Cloisonné, enamel, pewter and silver gold-toned 3D pins, keychains, earrings, charms, bracelets, necklaces and collector's pin sets.

Peter David, Inc.
10890 Thornmint Rd.
San Diego, CA 92127

P: 858.385.2680 F: 858.385.269

Leather wallets and other accessories. Umbrellas of all sizes, walking sticks, nightlights, antenna stickers, cribbage boards, hood ornaments, and coolers.

Rico Industries/Tag Express
1712 S. Michigan Ave.
Chicago, IL 60616

P: 312.427.0313 F: 312.427.1887

Fashion tops in various styles; headwear, both fitted and adjustable.

Roger Edwards Sports
339 Queen Street East
Toronto, Ontario M5A 1S9

P: 416.366.2501 F: 416.366.6696

Cold weather headwear, scarves, slippers socks, headbands, gloves. Faux fur hats, scarves and vests. Available in men's, women's and youth.

Rossmor Industries, Inc.
234 W. Florida Street
Milwaukee, WI 53204

P: 414.276.4647 F: 414.276.4893

Fashion activewear garments, including tops, bottoms, shorts, tank tops, pajama bottoms. Also, polos, button-down shirts and athletic wear, namely sports bras, tanks, shorts and pants.

Social Awareness
1727 Berkeley Street
Santa Monica, CA 90404

P: 310.582.8888 F: 310.582.8890



Womens

Women's golf apparel, including polos, fashion tops and pullovers.

Antigua
16651 N. 84th. Ave.
Peoria, AZ 85382

P: 800.528.3133 F: 623.523.6010

Boxer shorts, loungewear, fashion fleece tops, and t-shirts. Available in men's, women's and youth sizes.

Concepts Sport
6445 Powers Ferry Rd., Suite 330
Atlanta, GA 30339

P: 770.859.1420; 800.284.4288
F: 770.859.1434

Sportswear consisting of t-shirts, shorts, jackets, fleece tops and bottoms, woven shirts, polos and sweaters in various styles and fabrications.

Gear for Sports
9700 Commerce Parkway
Lenexa, KS 66219

P: 888.450.9101 F: 775.849.4327

Hair accessories.

Hunter Manufacturing Group
201 West Loudon Ave.
Lexington, KY 40508

P: 606.254.7573; 800.237.1869
F: 606.254.7614

Rings, pendants, bracelets, charms, lapel pins, watches.

Jostens, Inc.
5501 Norman Center Drive
Minneapolis, MN 55437

P: 952.830.3313 F: 952.897.4134

Activewear, including printed and embroidered t-shirts and sweatshirts with player names and images and/or Team logos. Available in women's, men's adult and youth sizes. Joint license with the NHL Player's Association.

Joy Athletic
3301-107 Street
Miami, FL 33167

P: 305.769.6411; 800.237.1385
F: 305.687.6567



iCongo/NHL Online Exchange Information

www.nhlonlineexchange.com

The NHL Online Exchange, an NHL-branded business-to-business portal and trading exchange, provides participating NHL retailers and licensees with an e-commerce platform to buy and sell NHL licensed merchandise. The e-commerce system expands licensees' sales channels, giving them valuable exposure to a community of buyers focused exclusively on NHL products. It offers them an added marketing and sales opportunity to showcase and sell their NHL Licensed products over the internet.

Benefits for NHL Retailers:

Access to exclusive and important NHL related news and information: One-stop source for up-to-date NHL news, promotions and industry information.

Easily source NHL licensed merchandise: Retailers can look through product catalogs from NHL Licensees, develop relationships with key NHL suppliers, reach new suppliers and find new products - fast and more easily than ever before.

Simplify Order Process and Reduce Order Costs: Electronically view order status, inventory availability, shipping information and order history.

Reduce Product Search Costs: Having a variety of NHL Licensed merchandise in one location reduces product search costs for NHL Retailers.

Shorter Fulfillment Cycle: By enabling retailers to quickly find and purchase the latest NHL merchandise, including hot market products that often have a limited shelf life, retailers can shorten their fulfillment cycle and offer these products to their customers while they are in demand.



Womens (cont.)

Hair accessories and costume jewelry.

Strike Zone, Inc.
22431-8160 Antonio Parkway
Rancho Santa Margarita, CA 92688
P: 714.589.6075 F: 714.589.7883

Terry Manufacturing Co., Inc.
3725 Zip Industries
Atlanta, GA 30354
P: 404.761.8888 F: 404.761.6999

Sportswear including t-shirts and fleece in various styles, fashion polos, polar fleece, burbour fleece jackets and nylon warm-ups.

The Hockey Company - CCM Apparel
14 Summit Place
Branford, CT 06405
P: 203.483.5666 F: 203.483.5755

Replica, game and practice hockey jerseys; basic fleece; screened t-shirts; polos; mock turtle-necks; warm-ups; outerwear jackets. Available in adult and youth sizes.

Topperscot, Inc.
2323 South Lipan
Denver, CO 80223
P: 303.936.2444; 800.334.2518
F: 303.936.2778

Earrings.

VF Imagewear, Inc./Lee Sport
4408 West Linebaugh Ave.
Tampa, FL 33624
P: 813.969.6240 F: 813.969.6525

Fashion sportswear including t-shirts and fleece, knit polos and woven shirts in cotton, cotton blend, twill and denim. Available in adult sizes only.



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