

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Chicago National League Ball Club, LLC		10/27/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Chicago Baseball Holdings, LLC
Street Address:	155 E. Pearl Street, #200
City:	Jackson
State/Country:	WYOMING
Postal Code:	83001-4099
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	1183876	C
Registration Number:	1544313	CHICAGO CUBS
Registration Number:	1548675	CHICAGO CUBS
Registration Number:	1538193	CHICAGO CUBS
Registration Number:	1612016	CHICAGO CUBS
Serial Number:	78832101	CHICAGO ORPHANS
Serial Number:	78633656	CUBBIES
Registration Number:	3326193	CUBS
Registration Number:	3320044	CUBS
Registration Number:	3320043	CUBS
Registration Number:	3320042	CUBS
Registration Number:	3231137	CUBS
Registration Number:	3320041	CUBS
Registration Number:	3231136	CUBS

OP \$1015.00 1183876

Registration Number:	1042652	CUBS
Registration Number:	0869838	CUBS
Registration Number:	3326192	CUBS
Registration Number:	1538033	CUBS
Registration Number:	3320040	CUBS
Registration Number:	3320039	CUBS
Registration Number:	3231135	CUBS
Registration Number:	3320038	CUBS
Registration Number:	2506407	C
Registration Number:	2667880	C
Registration Number:	1297664	C
Registration Number:	3403046	C
Registration Number:	1536262	C
Registration Number:	3395907	C
Serial Number:	78633647	C
Registration Number:	3320037	C
Registration Number:	3403043	C
Registration Number:	1916572	C
Registration Number:	1694837	CUBS CARE
Registration Number:	3403044	
Serial Number:	77580086	
Registration Number:	1560472	
Registration Number:	3199968	MR. CUB
Registration Number:	3053475	W
Registration Number:	1538151	WRIGLEY FIELD HOME OF CHICAGO CUBS
Registration Number:	1631187	

CORRESPONDENCE DATA

Fax Number: (414)297-4900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-297-5723
Email: ptomailmilwaukee@foley.com
Correspondent Name: Richard J. McKenna
Address Line 1: Foley & Lardner LLP
Address Line 2: 777 E. Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202-5306

ATTORNEY DOCKET NUMBER:

088603-0101

TRADEMARK

REEL: 004094 FRAME: 0826

NAME OF SUBMITTER:	Jill M. Schenk
Signature:	/Jill M. Schenk/
Date:	11/11/2009
Total Attachments: 7 source=Cubs Step 1#page1.tif source=Cubs Step 1#page2.tif source=Cubs Step 1#page3.tif source=Cubs Step 1#page4.tif source=Cubs Step 1#page5.tif source=Cubs Step 1#page6.tif source=Cubs Step 1#page7.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Chicago National League Ball Club, LLC, a Delaware limited liability company ("Assignor") is the current owner of the trademarks, including the trademark registrations and applications listed on the attached Schedule A (collectively the "Marks");

WHEREAS, Chicago Baseball Holdings, LLC, a Delaware limited liability company ("Assignee") wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used; and

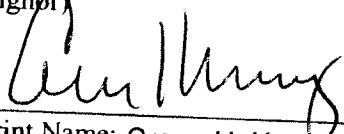
WHEREAS, the purpose of this Trademark Assignment is merely to provide documentation suitable to record and otherwise implement a portion of the terms and conditions of a Formation Agreement dated August 21, 2009 executed by Assignor and Assignee, the terms and conditions of the Formation Agreement being controlling in this matter.

NOW, THEREFORE, effective as of this 21 day of October, 2009, in consideration of valuable and legally sufficient consideration provided in the Formation Agreement, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill associated with the Marks, as well as all rights to sue with respect to past and future infringements of any of the Marks.

IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee have executed this agreement on the date(s) listed below.

Chicago National League Ball Club, LLC
(Assignor)

Chicago Baseball Holdings, LLC
(Assignee)

By: 
Print Name: Crane H. Kenney

By: _____
Print Name:

Title: Chairman

Title: _____

TRADEMARK ASSIGNMENT

WHEREAS, Chicago National League Ball Club, LLC, a Delaware limited liability company ("Assignor") is the current owner of the trademarks, including the trademark registrations and applications listed on the attached Schedule A (collectively the "Marks");

WHEREAS, Chicago Baseball Holdings, LLC, a Delaware limited liability company ("Assignee") wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, the purpose of this Trademark Assignment is merely to provide documentation suitable to record and otherwise implement a portion of the terms and conditions of a Formation Agreement dated August 21, 2009 executed by Assignor and Assignee, the terms and conditions of the Formation Agreement being controlling in this matter.

NOW, THEREFORE, effective as of this 27 day of October, 2009, in consideration of valuable and legally sufficient consideration provided in the Formation Agreement, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill associated with the Marks, as well as all rights to sue with respect to past and future infringements of any of the Marks.

IN WITNESS WHEREOF, a duly authorized officer of Assignor and Assignee have executed this agreement on the date(s) listed below.

Chicago National League Ball Club, LLC
(Assignor)

Chicago Baseball Holdings, LLC
(Assignee)

By: _____
Print Name: Crane H. Kenney


By: 
Print Name: Thomas S. Ricketts

Title: Chairman


Title: Executive Vice President

Chicago Cubs - U.S. State/Federal and Canadian Trademark Registration Programs as of October 8, 2008



Country: **California**

Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
CUBS and Design 1979 Primary	39			097586	6/1/1993	Registered
						

Country: **South Carolina**

Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
CUBS and Design 1979 Primary	25		9/23/1994	None Assigned	10/10/1994	Registered
						

Country: **United States**

Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
C	25, 28	73/240,066	11/21/1979	1,183,876	12/29/1981	Registered
CHICAGO CUBS	11, 25	73/752,741	9/16/1988	1,544,313	6/20/1989	Registered
CHICAGO CUBS	41	73/762,765	11/9/1988	1,548,675	7/18/1989	Registered
CHICAGO CUBS (Stylized Design) 1982 Lettering	25	73/752,742	9/19/1988	1,538,193	5/9/1989	Registered
						
CHICAGO CUBS and Design 1984 Lettering	16, 41	73/762,807	11/9/1988	1,612,016	9/4/1990	Registered
						
CHICAGO ORPHANS	25	78/832,101	3/8/2006			FILED
CUBBIES	25	78/633,656	5/19/2005			FILED
CUBS	09	78/633,837	5/20/2005	3,326,193	10/30/2007	Registered
CUBS	14	78/633,836	5/20/2005	3,320,044	10/23/2007	Registered
CUBS	16	78/633,834	5/20/2005	3,320,043	10/23/2007	Registered
CUBS	18	78/633,665	5/20/2005	3,320,042	10/23/2007	Registered

Chicago Cubs - U.S. State/Federal and Canadian Trademark Registration Programs as of October 8, 2008

Country: **United States**

<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
CUBS	25	78/633,664	5/19/2005	3,231,137	4/17/2007	Registered

CUBS	28	78/633,658	5/19/2005	3,320,041	10/23/2007	Registered
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CUBS	41	78/633,657	5/19/2005	3,231,136	4/17/2007	Registered
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CUBS and Design 1945 Primary	06, 14, 16, 18, 20, 21, 24, 25, 26, 28, 30, 34	73/011,582	1/23/1974	1,042,652	7/6/1976	Registered
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CUBS and Design 1957 Primary	41	72/278,467	8/17/1967	869,838	5/20/1969	Registered
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CUBS and Design 1979 Primary	09	78/633,654	5/19/2005	3,326,192	10/30/2007	Registered
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CUBS and Design 1979 Primary	11	73/753,285	9/16/1988	1,538,033	5/9/1989	Registered
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CUBS and Design 1979 Primary	16	78/633,653	5/19/2005	3,320,040	10/23/2007	Registered
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CUBS and Design 1979 Primary	18	78/633,652	5/19/2005	3,320,039	10/23/2007	Registered
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CUBS and Design 1979 Primary	25	78/633,655	5/19/2005	3,231,135	4/17/2007	Registered
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CUBS and Design 1979 Primary	28	78/633,651	5/19/2005	3,320,038	10/23/2007	Registered
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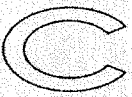
Chicago Cubs - U.S. State/Federal and Canadian Trademark Registration Programs as of October 8, 2008

Country: **United States**

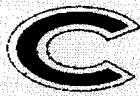
<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
Cubs C (Stylized) 1910 Cap	25	76/159,416	11/3/2000	2,506,407	11/13/2001	Registered



Cubs C (Stylized) 1910 Cap	41	76/147,633	9/26/2000	2,667,880	12/31/2002	Registered
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Cubs C (Stylized) 1957 Cap	25	73/393,194	9/29/1982	1,297,664	9/25/1984	Registered
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Cubs C (Stylized) 1969 Cap	09	78/634,123	5/20/2005	3,403,046	3/25/2008	Registered
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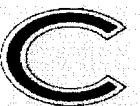
Cubs C (Stylized) 1969 Cap	09, 16, 28	73/752,545	9/16/1988	1,536,262	4/25/1989	Registered
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Cubs C (Stylized) 1969 Cap	14	78/633,649	5/19/2005	3,395,907	3/11/2008	Registered
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Cubs C (Stylized) 1969 Cap	16	78/633,647	5/19/2005			Filed
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Cubs C (Stylized) 1969 Cap	28	78/633,650	5/19/2005	3,320,037	10/23/2007	Registered
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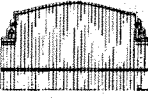


Cubs C and Bear Design 1908 Road Jersey	25	78/633,645	5/19/2005	3,403,043	3/25/2008	Registered
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Chicago Cubs - U.S. State/Federal and Canadian Trademark Registration Programs as of October 8, 2008

Country: **United States**

<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
Cubs C and Cub Bear Design 1994 Sleeve 	25	74/552,991	7/22/1994	1,916,572	9/5/1995	Registered
CUBS CARE	36	74/173,748	6/7/1991	1,694,837	6/16/1992	Registered
Cubs Cub Bear Face Design 1968 Sleeve 	25	78/633,646	5/19/2005	3,403,044	3/25/2008	Registered
Cubs Cub Bear Face Design 1974 Sleeve 	06, 11, 16, 26	73/752274	9/16/1988	1,560,472	10/17/1989	Registered
Cubs Cub Bear Face Design 1974 Sleeve 	25	77/580,086	9/26/2008			FILED
MR. CUB	16, 25, 28	74/446,388	10/12/1993	3,199,968	1/23/2007	Registered
W	24	78/449,094	7/12/2004	3,053,475	1/31/2006	Registered
WRIGLEY FIELD HOME OF CHICAGO CUBS and Design 	16, 25, 41	73/752,544	9/16/1988	1,538,151	5/9/1989	Registered
Wrigley Field Marquee Design 	16, 41	73/752,541	8/28/1990	1,631,187	1/8/1991	Registered

Chicago Cubs - U.S. State/Federal and Canadian Trademark Registration Programs as of October 8, 2008

Country: **Canada**

<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
CHICAGO CUBS (Stylized Design) 1996 Lettering		496450	12/20/1982	337137	2/19/1988	REGISTERED



CUBS and Design 1979 Primary		1290162	2/16/2006			FILED
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CUBS and Design 1979 Primary		496451	12/20/1982	337138	2/19/1988	REGISTERED
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Cubs C (Stylized) 1910 Cap		496449	12/20/1982	337136	2/19/1988	REGISTERED
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