

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
Detroit Pistons Basketball Company		02/15/2010	LIMITED PARTNERSHIP: MICHIGAN

RECEIVING PARTY DATA

Name:	Comerica Bank
Street Address:	39200 W. Six Mile Road
City:	Livonia
State/Country:	MICHIGAN
Postal Code:	48152
Entity Type:	a Texas banking association: TEXAS

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Registration Number:	3663057	DETROIT PISTONS
Registration Number:	3638989	DETROIT PISTONS
Serial Number:	77614788	DETROIT PISTONS
Serial Number:	77614768	DETROIT PISTONS
Serial Number:	77614575	DETROIT PISTONS
Serial Number:	77614733	DETROIT PISTONS
Serial Number:	77614779	DETROIT PISTONS
Serial Number:	77614804	DETROIT PISTONS
Registration Number:	3674521	DP
Registration Number:	3529093	DP
Registration Number:	3424192	DP
Registration Number:	3341235	DP
Registration Number:	3326431	DP
Registration Number:	3248455	DP

OP \$965.00 3663057

Registration Number:	3248456	DP
Registration Number:	3399421	PISTONS
Registration Number:	3111284	PISTONS
Registration Number:	3100162	PISTONS
Registration Number:	3023621	PISTONS
Registration Number:	3023619	PISTONS
Registration Number:	3023620	PISTONS
Registration Number:	3023617	DETROIT PISTONS
Registration Number:	3089562	DETROIT PISTONS
Registration Number:	3086481	DEEETROOIIT BAAASKETBALL
Registration Number:	2667875	DETROIT PISTONS
Registration Number:	2320075	DETROIT PISTONS
Registration Number:	2314823	DETROIT PISTONS
Registration Number:	2251607	DETROIT PISTONS
Registration Number:	2120325	DETROIT PISTONS
Registration Number:	2078040	DETROIT PISTONS
Registration Number:	2249855	
Registration Number:	2113302	
Registration Number:	2086791	
Registration Number:	1744594	FT. WAYNE PISTONS
Registration Number:	1598692	DETROIT PISTONS
Registration Number:	1085717	PISTONS
Registration Number:	1085719	DETROIT PISTONS
Registration Number:	1085718	DETROIT PISTONS

CORRESPONDENCE DATA

Fax Number: (734)930-2494
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 734-761-3780
Email: asujek@bodmanllp.com
Correspondent Name: Angela Alvarez Sujek - Bodman LLP
Address Line 1: 201 South Division, Ste 400
Address Line 4: Ann Arbor, MICHIGAN 48104

NAME OF SUBMITTER:	Angela Alvarez Sujek
Signature:	/Angela Alvarez Sujek/
Date:	03/03/2010

TRADEMARK

Total Attachments: 11

source=Pistons -- executed trademark security agreement (2)#page1.tif
source=Pistons -- executed trademark security agreement (2)#page2.tif
source=Pistons -- executed trademark security agreement (2)#page3.tif
source=Pistons -- executed trademark security agreement (2)#page4.tif
source=Pistons -- executed trademark security agreement (2)#page5.tif
source=Pistons -- executed trademark security agreement (2)#page6.tif
source=Pistons -- executed trademark security agreement (2)#page7.tif
source=Pistons -- executed trademark security agreement (2)#page8.tif
source=Pistons -- executed trademark security agreement (2)#page9.tif
source=Pistons -- executed trademark security agreement (2)#page10.tif
source=Pistons -- executed trademark security agreement (2)#page11.tif

AGREEMENT

(Trademark)

THIS AGREEMENT (TRADEMARK) (this "Agreement"), dated as of February 15, 2010, between Detroit Pistons Basketball Company ("Debtor") and Comerica Bank ("Secured Party").

WITNESSETH

A. WHEREAS, pursuant to that certain Credit Agreement dated as of February 15, 2010 (as amended, restated or otherwise modified from time to time, the "Credit Agreement") by and among Debtor and Secured Party, the Secured Party has agreed, subject to the satisfaction of certain terms and conditions, to make Advances to the Borrower; and

B. WHEREAS, in connection with the Credit Agreement, the Debtor has executed and delivered that certain Security Agreement, dated as of February 15, 2010, to the Secured Party (as amended or otherwise modified from time to time, the "Security Agreement"); and

C. WHEREAS, as a condition precedent to the making of the Advances under the Credit Agreement, the Debtor is required to execute and deliver this Agreement and to further confirm the grant to the Secured Party for the benefit of the Secured Party a continuing security interest in all of the Trademark Collateral (as defined below) to secure all Indebtedness (as defined in the Credit Agreement).

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, and in order to induce the Secured Party to make Advances (including the initial Advance) to Debtor pursuant to the Credit Agreement, Debtor agrees, for the benefit of the Secured Party, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided in the Security Agreement.

SECTION 2. Grant of Security Interest. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure the prompt and complete payment and performance when due of all of the Indebtedness, Debtor does hereby mortgage, pledge and hypothecate to the Secured Party, and grant to the Secured Party a security interest in, all of the following property of such Debtor (the "Trademark Collateral"), whether now owned or hereafter acquired or existing:

(a) all license agreements with any other Person in connection with any of the trademarks or such other Person's names or trademarks, whether a Debtor is a licensor or a licensee under any such license agreement, including, without limitation, the license agreements listed on Schedule 1.1 hereto, if any, and made a part hereof, subject, in each case, to the terms of such license agreements, and the right to prepare for sale, and to sell and advertise for sale, all inventory now or hereafter covered by such licenses;

(b) all trademarks, service marks, trade names, trade dress or other indicia of trade origin, trademark and service mark registrations, and applications for trademark or service mark registrations, and any renewals thereof, including, without limitation, each registration and application identified on *Schedule 1.1* attached hereto and made a part hereof, and including without limitation (a) the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations thereof, (b) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all trademark licenses entered into in connection therewith, and damages and payments for past or future infringements thereof) and (c) all rights corresponding thereto and all other rights of any kind whatsoever of a Debtor accruing thereunder or pertaining thereto, together in each case with the goodwill of the business connected with the use of, and symbolized by, each such trademark, service mark, trade name, trade dress or other indicia of trade origin;

(c) all renewals of any of the items described in clauses (a) and (b);

(d) all of the goodwill of the business connected with the use of, and symbolized by each of the items described in, clauses (a), (b) and (c); and

(e) all proceeds of, and rights associated with, the foregoing, including any right to sue or claim by the Debtor against third parties for past, present, or future infringement or dilution of any trademark, trademark registration, or trademark license, each trademark registration and application identified on *Schedule 1.1* attached hereto and made a part hereof, or for any injury to the goodwill associated with the use of any trademark or for breach or enforcement of any trademark license.

SECTION 3. Security Agreement. This Agreement has been executed and delivered by the Debtor for the purpose of registering the security interest of the Secured Party in the Trademark Collateral with the United States Patent and Trademark Office. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Secured Party under the Security Agreement as security for the discharge and performance of the Indebtedness. The Security Agreement (and all rights and remedies of the Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Release of Security Interest. The Bank shall, upon the written request of the Debtor, execute and deliver to the Debtor a proper instrument or instruments acknowledging the release of the security interest and Liens established hereby on any Trademark Collateral if the sale or other disposition of such Trademark Collateral is permitted under the terms of the Credit Agreement or, otherwise if such release has been approved by the Bank.

SECTION 5. Acknowledgment. The Debtor does hereby further acknowledge and affirm that the rights and remedies of the Secured Party with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 6. Loan Documents, etc. This Agreement is a Loan Document executed pursuant to the Credit Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Credit Agreement.

SECTION 7. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.

SECTION 8. NBA Consent. Each of the provisions of this Agreement and the other Loan Documents (as defined in the Credit Agreement) shall be subject to the provisions of the NBA Consent Letter (as defined in the Credit Agreement), which the Debtor and the Secured Party have accepted as reasonable and appropriate. Without limiting the generality of the preceding sentence, the Secured Party shall not exercise, enforce or attempt to exercise or enforce any of its rights or remedies under this Agreement or any of the other Loan Documents except in accordance with and subject to the NBA Consent Letter. In the event of any inconsistency or conflict between any term or provision of this Agreement or any other Loan Document and the terms and provisions of the NBA Consent Letter, the terms and provisions of the NBA Consent Letter shall control.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

SECURED PARTY:

COMERICA BANK

By:  _____

Its: Account Officer _____

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

DEBTOR:

**DETROIT PISTONS BASKETBALL
COMPANY**

By: John P. O'Reilly

Its: EVP - CFO

SCHEDULE 1.1

TRADEMARK COLLATERAL

U.S. TRADEMARKS

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
DETROIT PISTONS (and Design)	77/614661	11/14/08	3,663,057	8/4/09	Detroit Pistons Basketball Company (a Michigan limited liability co.)
DETROIT PISTONS (and Design)	77/614615	11/14/08	3,638,989	6/16/09	Detroit Pistons Basketball Company (a Michigan limited liability co.)
DETROIT PISTONS (and Design)	77/614788	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	77/614768	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	77/614575	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	77/614733	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
DETROIT PISTONS (and Design)	77/614779	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	77/614804	11/14/08	n/a	n/a	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669819	7/13/05	3,674,521	8/25/09	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669800	7/13/05	3,529,093	11/4/08	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669707	7/13/05	3,424,192	5/6/08	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669792	7/13/05	3,341,235	11/20/07	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669831	7/13/05	3,326,431	10/30/07	Detroit Pistons Basketball Company (a Michigan limited partnership)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
DP (Stylized letters)	78/669810	7/13/05	3,248,455	5/29/07	Detroit Pistons Basketball Company (a Michigan limited partnership)
DP (Stylized letters)	78/669838	7/13/05	3,248,456	5/29/07	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS (and Design)	78/510590	11/3/04	3,399,421	3/18/08	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS (and Design)	78/510698	11/3/04	3,111,284	7/4/06	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS (and Design)	78/510622	11/3/04	3,100,162	6/6/06	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS (and Design)	78/510709	11/3/04	3,023,621	12/6/05	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS (and Design)	78/510641	11/3/04	3,023,619	12/6/05	Detroit Pistons Basketball Company (a Michigan limited partnership)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
PISTONS (and Design)	78/510646	11/3/04	3,023,620	12/6/05	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS	78/509939	11/2/04	3,023,617	12/6/05	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	78/494770	10/5/04	3,089,562	5/9/06	Detroit Pistons Basketball Company (a Michigan limited partnership)
DEETROOIT BAAASKETBALL	78/442516	6/28/04	3,086,481	4/25/06	The Detroit Pistons Basketball Company (a Michigan limited liability limited partnership)
DETROIT PISTONS (and Design)	76/145977	10/10/00	2,667,875	12/31/02	Detroit Pistons Basketball Company (a Michigan partnership)
DETROIT PISTONS (and Design)	75/340830	8/14/97	2,320,075	2/22/00	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	75/010509	10/25/95	2,314,823	2/1/00	Detroit Pistons Basketball Company (a Michigan limited partnership)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
DETROIT PISTONS (and Design)	75/010512	10/25/95	2,251,607	6/8/99	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	75/010510	10/25/95	2,120,325	12/9/97	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS (and Design)	75/010511	10/25/95	2,078,040	7/8/97	Detroit Pistons Basketball Company (a Michigan limited partnership)
Design only	74/683713	6/2/95	2,249,855	6/1/99	Detroit Pistons Basketball Company (a Michigan limited partnership)
Design only	74/683483	6/2/95	2,113,302	11/18/97	Detroit Pistons Basketball Company (a Michigan limited partnership)
Design only	74/683482	6/2/95	2,086,791	8/12/97	Detroit Pistons Basketball Company (a Michigan limited partnership)
FT. WAYNE PISTONS (and Design)	74/155816	4/10/91	1,744,594	1/5/93	The Detroit Pistons Basketball Company (a Michigan limited partnership)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
DETROIT PISTONS (and Design)	73/810356	7/3/89	1,598,692	5/29/90	Detroit Pistons Basketball Company (a Michigan limited partnership)
PISTONS	73/122430	4/12/77	1,085,717	2/14/78	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS	73/122479	4/12/77	1,085,719	2/14/78	Detroit Pistons Basketball Company (a Michigan limited partnership)
DETROIT PISTONS	73/122464	4/12/77	1,085,718	2/14/78	Detroit Pistons Basketball Company (a Michigan limited partnership)