

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DETROIT PISTONS BASKETBALL COMPANY		06/08/2010	LIMITED PARTNERSHIP: MICHIGAN

RECEIVING PARTY DATA

Name:	JPMORGAN CHASE BANK, N.A., Administrative Agent
Street Address:	270 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	Association: UNITED STATES

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Registration Number:	3023617	DETROIT PISTONS
Registration Number:	1085718	DETROIT PISTONS
Registration Number:	3638989	DETROIT PISTONS
Registration Number:	3663057	DETROIT PISTONS
Registration Number:	1598692	DETROIT PISTONS
Registration Number:	1085719	DETROIT PISTONS
Registration Number:	2251607	DETROIT PISTONS
Registration Number:	2078040	DETROIT PISTONS
Registration Number:	2320075	DETROIT PISTONS
Registration Number:	2120325	DETROIT PISTONS
Registration Number:	2314823	DETROIT PISTONS
Registration Number:	3089562	DETROIT PISTONS
Registration Number:	2667875	DETROIT PISTONS
Registration Number:	3424192	DP

OP \$940.00 3023617

900164580

**TRADEMARK
 REEL: 004224 FRAME: 0493**

Registration Number:	3341235	DP
Registration Number:	3529093	DP
Registration Number:	3248455	DP
Registration Number:	3674521	DP
Registration Number:	3326431	DP
Registration Number:	3248456	DP
Registration Number:	1744594	FT. WAYNE PISTONS
Registration Number:	1085717	PISTONS
Registration Number:	2113302	
Registration Number:	3100162	PISTONS
Registration Number:	3023619	PISTONS
Registration Number:	3023620	PISTONS
Registration Number:	3399421	PISTONS
Registration Number:	3023621	PISTONS
Registration Number:	3111284	PISTONS
Registration Number:	2249855	
Registration Number:	2086791	
Serial Number:	77614575	DETROIT PISTONS
Serial Number:	77614733	DETROIT PISTONS
Serial Number:	77614768	DETROIT PISTONS
Serial Number:	77614779	DETROIT PISTONS
Serial Number:	77614788	DETROIT PISTONS
Serial Number:	77614804	DETROIT PISTONS

CORRESPONDENCE DATA

Fax Number: (866)826-5420
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 3016380511
Email: ipresearchplus@comcast.net
Correspondent Name: IP Research Plus, Inc.
Address Line 1: 21 Tadcaster Circle
Address Line 2: Attn: Penelope J.A. Agodoa
Address Line 4: Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER:	35786
NAME OF SUBMITTER:	Penelope J.A. Agodoa
Signature:	/pja/

Date:

06/14/2010

Total Attachments: 11

source=35786#page1.tif

source=35786#page2.tif

source=35786#page3.tif

source=35786#page4.tif

source=35786#page5.tif

source=35786#page6.tif

source=35786#page7.tif

source=35786#page8.tif

source=35786#page9.tif

source=35786#page10.tif

source=35786#page11.tif

TRADEMARK SECURITY AGREEMENT, dated as of June 8, 2010, between the DETROIT PISTONS BASKETBALL COMPANY (the "Borrower") and JPMORGAN CHASE BANK, N.A. as Administrative Agent (the "Collateral Agent").

Reference is made to the Security Agreement dated as of June 8, 2010 (as amended, supplemented or otherwise modified from time to time, the "Security Agreement"), between the Borrower and the Collateral Agent. The Secured Parties (as defined in the Security Agreement, used herein as the "Lenders") have agreed to extend Advances to the Borrower subject to the terms and conditions set forth in the Note Purchase Agreement dated as of May 5, 2003 as amended and restated by the Amendment and Restatement Agreement dated as of May 4, 2009 (as further amended, supplemented or otherwise modified from time to time (the "Note Purchase Agreement")). The obligations of the Lenders to extend such Advances are conditioned upon, among other things, the execution and delivery of this Agreement. The Borrower will derive substantial benefits from the extension of credit to the Borrower pursuant to the Note Purchase Agreement and are willing to execute and deliver this Agreement in order to induce the Lenders to extend such credit. Accordingly, the parties hereto agree as follows:

SECTION 1. Terms. Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement. The rules of construction specified in Section 1.01(b) of the Security Agreement also apply to this Agreement.

SECTION 2. Grant of Security Interest. As security for the payment or performance, as the case may be, in full of the Obligations, each Grantor, pursuant to the Security Agreement, did and hereby does grant to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest in, all right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the "Trademark Collateral"):

(a) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all United States registrations and recordings thereof, and all United States registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof, and all extensions or renewals thereof, including those listed on Schedule I (the "Trademarks"); and

(b) all goodwill associated with or symbolized by the Trademarks.

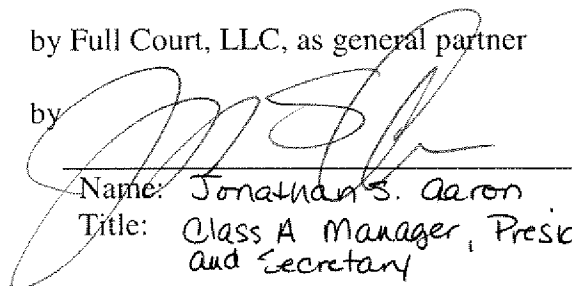
SECTION 3. Security Agreement. The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the Trademark Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern.

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

DETROIT PISTONS BASKETBALL COMPANY,

by Full Court, LLC, as general partner

by



Name: Jonathan S. Aaron
Title: Class A Manager, President and Secretary

JPMORGAN CHASE BANK, as Collateral Agent,

by

Name:
Title:

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

DETROIT PISTONS BASKETBALL
COMPANY,

by Full Court, LLC. as general partner

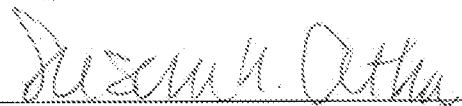
by

Name:

Title:

JPMORGAN CHASE BANK, as
Collateral Agent,

by



Name:

Susan H. Atha

Title:

Vice President

DETROIT PISTONS INTELLECTUAL PROPERTY

Country	Trademark	Classes	Number	Reg. No.	Status
California	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	14		109203	Registered
Canada	DETROIT PISTONS AND BALL DESIGN (2005)	09,14,16,18,21,24,25,28,34,35,36,38,41	1263735		Pending
Canada	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	14,16,25,28,41	624718	446302	Registered
Canada	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	24	706298	496381	Registered
Canada	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	09,16,25,28,41	813,163	547311	Registered
Canada	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	09,14,16,18,20,21,24,25,28,34,38,41	1264883		Pending
Massachusetts	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	26		63342	Registered

Country	Trademark	Classes	Number	Reg. No.	Status
Michigan	BAD IS BACK	25		M05405	Registered
Michigan	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	25		M09078	Registered
Michigan	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	41		M10078	Registered
United States Of America	DETROIT PISTONS	25	78509939	3023617	Registered
United States Of America	DETROIT PISTONS	41	73122464	1085718	Registered
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	09	77614575		Pending
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	16	77614615	3638989	Registered
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	18	77614661	3663057	Registered
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	25	77614733		Pending

Country	Trademark	Classes	Number	Reg. No.	Status
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	28	77614768		Pending
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	35	77614779		Pending
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	38	77614768		Pending
United States Of America	DETROIT PISTONS AND BALL DESIGN (2005)	41	77614804		Pending
United States Of America	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	25	73810356	1598692	Registered
United States Of America	DETROIT PISTONS AND DESIGN (1979-1996) (HARDWOOD CLASSICS)	41	73122479	1085719	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	09	75010512	2251607	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	16	75010511	2078040	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	18	75340830	2320075	Registered

Country	Trademark	Classes	Number	Reg. No.	Status
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	25	75010510	2120325	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	09, 28	75010509	2314823	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	41	78494770	3089562	Registered
United States Of America	DETROIT PISTONS AND HORSE DESIGN (1996-2005)	42	76145977	2667875	Registered
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	09	78669707	3424192	Registered
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	16	78669792	3341235	Registered
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	18	78669800	3529093	Registered
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	25	78669810	3248455	Pending
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	28	78669819	3674521	Registered

Country	Trademark	Classes	Number	Reg. No.	Status
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	38	78669831	3326431	Registered
United States Of America	DETROIT PISTONS SECONDARY LOGO - DP STYLIZED (2005)	41	78669838	3248456	Registered
United States Of America	FT. WAYNE PISTONS AND DESIGN (HARDWOOD CLASSICS)	25	74155816	1744594	Registered
United States Of America	PISTONS	41	73122430	1085717	Registered
United States Of America	PISTONS ROAD UNIFORM DESIGN	41	74683483	2113302	Registered
United States Of America	PISTONS SECONDARY LOGO	09	78510622	3100162	Registered
United States Of America	PISTONS SECONDARY LOGO	16	78510641	3023619	Pending
United States Of America	PISTONS SECONDARY LOGO	25	78510646	3023620	Registered
United States Of America	PISTONS SECONDARY LOGO	28	78510590	3399421	Registered

Country	Trademark	Classes	Number	Reg. No.	Status
United States Of America	PISTONS SECONDARY LOGO	38	78510709	3023621	Registered
United States Of America	PISTONS SECONDARY LOGO	41	78510698	3111284	Registered
United States Of America	PISTONS SECONDARY ROAD UNIFORM	25	74683713	2249835	Registered
United States Of America	PISTONS SECONDARY ROAD UNIFORM	41	74683482	2086791	Registered