

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
Nets Sports and Entertainment, LLC		02/09/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	New Jersey Basketball, LLC		
Street Address:	390 Murray Hill Parkway		
City:	East Rutherford		
State/Country:	NEW JERSEY		
Postal Code:	07073		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85025744	BKLYN	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2125416222		
Email:	trademark@kanekessler.com		
Correspondent Name:	Brendan P. McFeely		
Address Line 1:	1350 Avenue of the Americas		
Address Line 2:	Kane Kessler PC		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	7300-1		
NAME OF SUBMITTER:	Brendan P. McFeely		
Signature:	/brendan p mcfely/		

OP \$40.00 85025744

Date:

02/09/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Nets Sports and Entertainment, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with offices at c/o Kane Kessler, P.C., 1350 Avenue of the Americas, New York, NY 10019, United States of America (hereinafter the "ASSIGNOR") is the owner of the trademark(s) set forth on the attached Schedule "A", for which application(s) for registration have been filed in the United States Patent and Trademark Office and elsewhere as indicated on Schedule "A" (the "Trademarks");

WHEREAS, New Jersey Basketball, LLC, a limited liability company organized and existing under the laws of the State of New Jersey, with offices at 390 Murray Hill Parkway, East Rutherford, New Jersey 07073, United States of America (hereinafter called the "ASSIGNEE") is desirous of acquiring all right, title and interest owned by ASSIGNOR in and to the common law trademark rights, Trademarks and the registrations thereof and/or pending applications therefore and the goodwill appurtenant thereto.

NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all common law rights, title and interest in and to Trademarks, together with the goodwill connected with the use of and symbolized by the Trademarks and all applications and registrations related thereto. ASSIGNOR further transfers and assigns to the ASSIGNEE the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

It is hereby covenanted that ASSIGNOR has the full right to convey the entire interest herein assigned, and the ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and ASSIGNOR further covenants and agrees that it will each

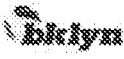
time request is made and without delay execute and deliver all such papers as may be necessary or desirable to perfect the title to said Trademarks in said ASSIGNEE, its successors, assigns, nominees or legal representatives, and ASSIGNOR agrees to communicate to said ASSIGNEE or to its nominees all known facts respecting said Trademarks, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, re-issue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said ASSIGNEE, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper trademark protection for said Trademarks in any and all countries, all at the reasonable expense, however, of said ASSIGNEE, its successors, assigns, nominees or legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument
this 9th day of February 2011.

NETS SPORTS AND ENTERTAINMENT, LLC

By: 
Name: Brett D. Yormark
Title: Authorized Person

Schedule A

<u>TRADEMARK</u>	<u>SERIAL NO.</u>
	85/025,744