

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hoops, L.P.		10/29/2012	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Memphis Basketball, LLC
Street Address:	191 Beale Street
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38103
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2100590	GRIZZLIES
Registration Number:	2892107	GRIZZLIES
Registration Number:	2947594	MEMPHIS GRIZZLIES
Registration Number:	2861210	MEMPHIS GRIZZLIES
Registration Number:	3118079	MEMPHIS GRIZZLIES
Registration Number:	3091190	MEMPHIS GRIZZLIES
Registration Number:	3056500	MEMPHIS GRIZZLIES
Registration Number:	3091191	MEMPHIS GRIZZLIES
Registration Number:	3115053	MEMPHIS GRIZZLIES
Registration Number:	3482340	MEMPHIS GRIZZLIES
Registration Number:	3403397	MEMPHIS GRIZZLIES
Registration Number:	3396273	MEMPHIS GRIZZLIES
Registration Number:	2339432	
Registration Number:	2840443	

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TRADEMARK

Registration Number:	2308138	
Registration Number:	3750941	VANCOUVER GRIZZLIES

CORRESPONDENCE DATA

Fax Number: 2124075159
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-407-8330
Email: ipgroup@nba.com
Correspondent Name: Anil V. George, NBA Properties, Inc.
Address Line 1: Olympic Tower - 645 Fifth Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	GRIZZLIES ASSIGNMENT
NAME OF SUBMITTER:	Anil V. George
Signature:	/Anil V. George/
Date:	06/25/2013

Total Attachments: 8
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made as of October 29, 2012.

WHEREAS, Hoops, L.P., a Delaware limited partnership (the "Assignor"), has adopted and used and is using the trademarks and service marks (the "Marks") identified on Schedule 1 hereto, and is the owner of the registrations of and pending registration applications for such intellectual property in the United States Patent and Trademark Office identified on said Schedule 1.




WHEREAS, the parties hereto acknowledge that the Marks and the registrations thereof and registration applications therefore are subject to that certain License Agreement between the Assignor and NBA Properties, Inc., a copy of which is attached as Annex I to this Assignment (the "License Agreement").






WHEREAS, Memphis Basketball, LLC, a Nevada limited liability company (the "Assignee"), desires to acquire the Marks and the registrations thereof and registration applications therefor.





NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, convey, transfer, assign and deliver unto Assignee all of its right, title and interest in and to the Marks, forever and throughout the universe, together with (a) the registrations of and registration applications for the Marks, (b) the goodwill of the business symbolized by and associated with the Marks and the registrations thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill; and







FURTHERMORE, Assignee acknowledges that Assignee's use of the Marks shall be subject to the rights granted to NBA Properties, Inc. pursuant to the License Agreement.



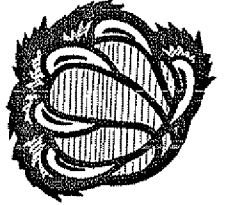

Schedule 1 to Trademark Assignment





Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
GRIZZLIES	74-530468 (May 27, 1994)	2,100,590 (September 30, 1997)	U.S.
GRIZZLIES	74-530473 (May 27, 1994)	2,892,107 (October 12, 2004)	U.S.
MEMPHIS GRIZZLIES	78-069911 (June 19, 2001)	2,947,594 (May 10, 2005)	U.S.
MEMPHIS GRIZZLIES	78-069916 (June 19, 2001)	2,861,210 (July 6, 2004)	U.S.
MEMPHIS GRIZZLIES and Design 	78-418852 (May 14, 2004)	3,118,079 (July 18, 2006)	U.S.
MEMPHIS GRIZZLIES and Design 	78-418855 (May 14, 2004)	3,091,190 (May 9, 2006)	U.S.
MEMPHIS GRIZZLIES and Design 	78-418869 (May 14, 2004)	3,056,500 (January 31, 2006)	U.S.

Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
MEMPHIS GRIZZLIES and Design 	78-418876 (May 14, 2004)	3,091,191 (May 9, 2006)	U.S.
MEMPHIS GRIZZLIES and Design 	78-418887 (May 14, 2004)	3,115,053 (July 11, 2006)	U.S.
MEMPHIS GRIZZLIES and Design 	78-854360 (April 5, 2006)	3,482,340 (August 5, 2008)	U.S.
MEMPHIS GRIZZLIES and Design 	78-854387 (April 5, 2006)	3,403,397 (March 25, 2008)	U.S.
MEMPHIS GRIZZLIES and Design 	78-854395 (April 5, 2006)	3,396,273 (March 11, 2008)	U.S.

Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
MISCELLANEOUS DESIGN 	74-565008 (August 24, 1994)	2,339,432 (April 11, 2000)	U.S.
MISCELLANEOUS  DESIGN	74-565009 (August 24, 1994)	2,840,443 (May 11, 2004)	U.S.
MISCELLANEOUS  DESIGN	74-565010 (August 24, 1994)	2,308,138 (January 18, 2000)	U.S.
VANCOUVER GRIZZLIES and Design 	74-565023 (August 24, 1994)	2,988,403 (August 30, 2005)	U.S.

Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
VANCOUVER GRIZZLIES and Design 	75-603712 (December 11, 1998)	2,958,863 (June 7, 2005)	U.S.
VANCOUVER GRIZZLIES and Design 	76-230585 (March 26, 2001)	3,750,941 (February 23, 2010)	U.S.
MEMPHIS GRIZZLIES and Design 	N/A	Massachusetts State Registration 63,339 (September 2, 2003)	Massachusetts State Registration
"G" WITH BEAR AND SWIPE DESIGN 	759856-00 (August 4, 1994)	TMA456269 (March 29, 1996)	Canada
"G" WITH BEAR AND SWIPE DESIGN 	760222-00 (August 8, 1994)	TMA455329 (March 15, 1996)	Canada
BEAR DESIGN 	759412-00 (July 28, 1994)	TMA456267 (March 29, 1996)	Canada

Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
BEAR DESIGN 	759413-00 (July 28, 1994)	TMA456268 (March 29, 1996)	Canada
BIG COUNTRY	786503-00 (June 30, 1995)	TMA479559 (August 5, 1997)	Canada
CLAWS AND BASKETBALL DESIGN 	759857-00 (August 4, 1994)	TMA456270 (March 29, 1996)	Canada
CLAWS AND BASKETBALL DESIGN 	760220-00 (August 8, 1994)	TMA456273 (March 29, 1996)	Canada
GRIZZLIES	759407-00 July 28, 1994	TMA528704 (May 31, 2000)	Canada
GRIZZLIES DEN	792957-00 (September 19, 1995)	TMA479080 (July 28, 1997)	Canada
GRIZZLY	743195-00 (December 13, 1993)	TMA483769 (October 8, 1997)	Canada
GRIZZLY	748918-00 (March 8, 1994)	TMA461456 (August 23, 1996)	Canada
MEMPHIS GRIZZLIES & DESIGN 	1216980-00 (May 17, 2004)	TMA705581 (January 24, 2008)	Canada
VANCOUVER GRIZZLIES	757049-00	TMA522997	Canada

Trademark	Application Number (Application Date)	Registration Number (Registration Date)	Country
	(June 13, 1994)	(February 14, 2000)	
VANCOUVER GRIZZLIES & BEAR DESIGN 	759408-00 (July 28, 1994)	TMA522667 (February 4, 2000)	Canada
VANCOUVER GRIZZLIES & DESIGN 	759409-00 (July 28, 1994)	TMA502157 (October 13, 1998)	Canada
VANCOUVER GRIZZLIES & DESIGN 	759410-00 (July 28, 1994)	TMA501791 (October 5, 1998)	Canada
VANCOUVER GRIZZLIES & DESIGN 	759411-00 (July 28, 1994)	TMA502156 (October 13, 1998)	Canada

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