

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305013

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New Orleans Pelicans NBA, LLC		05/19/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bobcats Basketball, LLC		
Street Address:	333 East Trade Street		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3744045	BEE-MAIL	
Registration Number:	1650195	CHARLOTTE HORNETS	
Registration Number:	1747479	HONEYBEES	
Registration Number:	1649730	HORNETS	
CORRESPONDENCE DATA			
Fax Number:	212223-515		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	CH.HORNETMARKSASSIGNMENT		
NAME OF SUBMITTER:	Anil V. George		
SIGNATURE:	/Anil V. George/		
DATE SIGNED:	05/20/2014		
Total Attachments: 4			
source=New Orleans Pelicans to Charlotte Hornets_Assignment of IP_Fully Executed_5-19-14 msg#page1.tif			

CH \$115.00 3744045

source=New Orleans Pelicans to Charlotte Hornets_Assignment of IP_Fully Executed_5-19-14 msg#page2.tif
source=New Orleans Pelicans to Charlotte Hornets_Assignment of IP_Fully Executed_5-19-14 msg#page3.tif
source=New Orleans Pelicans to Charlotte Hornets_Assignment of IP_Fully Executed_5-19-14 msg#page4.tif

ASSIGNMENT OF TRADEMARKS & COPYRIGHT AGREEMENT

This assignment agreement (the "Assignment") is effective as of May 19, 2014 between New Orleans Pelicans NBA, LLC (hereinafter "ASSIGNOR"), with offices at 1250 Poydras Street, 19th floor, New Orleans, Louisiana, 70113 and Bobcats Basketball, LLC (hereinafter "ASSIGNEE"), with offices at 333 East Trade Street, Charlotte, North Carolina, 28202.

WHEREAS ASSIGNOR and ASSIGNEE desire to memorialize the assignment of the trademarks, service marks, copyright, and related applications and/or registrations before the respective offices of the U.S. Patent and Trademark Office, U.S. Copyright Office, and Canadian Intellectual Property Office, as reflected in the below listing and attached schedules:

USA - TRADEMARKS

BEE-MAIL - Trademark Registration No. 3744045

CHARLOTTE HORNETS -- Trademark Registration No. 1650195

HONEYBEES - Trademark Registration No. 1747479

HORNETS -- Trademark Registration No. 1649730

USA - COPYRIGHT

HUGO -- Copyright Registration VAu 307-615

CANADA - TRADEMARKS

CHARLOTTE HORNETS & DESIGN -- Trademark Registration No. 407748

CHARLOTTE HORNETS & DESIGN -- Trademark Registration No. 305025

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, and transfer to ASSIGNEE, all right, title, and interest in the marks and the goodwill of the business associated therewith; the copyright; and the applications and/or registrations thereof.

IN TESTIMONY WHEREOF, the parties have executed this Assignment by their duly authorized officers.

ASSIGNOR

NEW ORLEANS PELICANS NBA, LLC

By: [Signature]

Name: Edward Lewis

Title: SA, VP/CFO

Date: 5/19/14

ASSIGNEE

BOBCATS BASKETBALL, LLC

By: [Signature]



Name: Joseph Pierre

Title: VP, General Counsel

Date: 5/19/14

[Signature]
AVS
Legal Dept.

New Orleans Pelicans Trademarks - USA & Canada

Trademark/Description	Logo/Word Mark	Country	Class	App. No.	Reg. Date	Reg. No.	Status	Owner
CHARLOTTE HORNETS AND DESIGN (1988 - 2001) (HARDWOOD CLASSICS)		Canada	06;16;24;25;28;41	674305	05 Feb 1993	407748	Registered	New Orleans Pelicans
CHARLOTTE HORNETS AND DESIGN (1988 - 2001) (HARDWOOD CLASSICS)		Canada	24	706347	04 Dec 1998	505025	Registered	New Orleans Pelicans
BEE-MAIL	WORD MARK	USA	42	77720462	02 Feb 2010	3744045	Registered	New Orleans Pelicans
CHARLOTTE HORNETS (HARDWOOD CLASSICS)	WORD MARK	USA	25	73671252	09 Jul 1991	1650195	Registered	New Orleans Pelicans
HONEYBEES	WORD MARK	USA	41	74194750	19 Jan 1993	1747479	Registered	New Orleans Pelicans
HORNETS	WORD MARK	USA	41	73682396	02 Jul 1991	1649730	Registered	New Orleans Pelicans

TRADEMARK

REEL: 005283 FRAME: 0189

New Orleans Pelicans Copyright - USA

Title/Description	Status	Owner	Reg. No.
HUGO (Hornets Mascot)	Registered	New Orleans Pelicans	VAU 307-615