

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358035

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MSG Holdings, L.P.		09/28/2015	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	MSG Arena Holdings, LLC		
Street Address:	Two Pennsylvania Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10121		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2054860		
Registration Number:	3274256	MADISON SQUARE GARDEN	
Registration Number:	3408983	MADISON SQUARE GARDEN WELCOME TO MADISON	
Registration Number:	4532644	MADISON SQUARE GARDEN THE WORLD'S MOST F	
Registration Number:	3167339	THE GARDEN	
Registration Number:	2244828	THE WORLD'S MOST FAMOUS ARENA	
Registration Number:	2034653	THE WORLD'S MOST FAMOUS ARENA	
Registration Number:	4587997	THE WORLD'S MOST FAMOUS ARENA	
CORRESPONDENCE DATA			
Fax Number:	2125562222		
<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) 556-2128		
Email:	nytrademarks@kslaw.com, mperry@kslaw.com, kmccarthy@kslaw.com		
Correspondent Name:	Maren C. Perry/King & Spalding LLP		
Address Line 1:	1185 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	15786.104031		

CH \$215.00 2054860

NAME OF SUBMITTER:	Maren C. Perry
SIGNATURE:	/mcp/
DATE SIGNED:	10/08/2015
Total Attachments: 7 source=MSGARENAassignment#page1.tif source=MSGARENAassignment#page2.tif source=MSGARENAassignment#page3.tif source=MSGARENAassignment#page4.tif source=MSGARENAassignment#page5.tif source=MSGARENAassignment#page6.tif source=MSGARENAassignment#page7.tif	

ASSIGNMENT OF INTELLECTUALL PROPERTY AGREEMENT

This assignment agreement (the "Assignment") is effective as of September 28, 2015 between MSG Holdings, L.P., a Delaware limited partnership, ("ASSIGNOR") and MSG Arena Holdings, LLC, a Delaware limited liability company, ("ASSIGNEE").

WHEREAS ASSIGNOR and ASSIGNEE desire to memorialize the assignment of all intellectual property associated with the Assignee, including names, logos, and all other intellectual property, including as set forth on Schedule 1 attached hereto and made a part hereof, and all related registrations and/or applications thereto (collectively, "MSG Arena Holdings IP").

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 MSG Arena Holdings IP, including, but not limited to, all trademarks, service marks, and goodwill of the business associated therewith; copyrights; and all other intellectual property thereto.

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

ASSIGNOR

ASSIGNEE

MSG HOLDINGS, L.P.

MSG ARENA HOLDINGS, LLC

By: 

By: 




Donna Coleman
Interim Chief Financial Officer

Lawrence J. Borian
Executive Vice President,
General Counsel & Secretary

Date Signed: September 28, 2015

Date Signed: September 28, 2015

SCHEDULE I

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
BUILDING DESIGN II 	UNITED STATES	MSG Holdings, L.P.	REGISTERED	3-Apr-1996	2054860	22-Apr-1997	41 - Int. Education and entertainment services, namely, operating a sports, entertainment, concert, convention and exhibition arena and the production or co-production of sports and entertainment events, concerts, conventions and exhibitions for public exhibition, viewing and for radio, television, and cable television broadcast.	MSG Arena Holdings, LLC
MADISON SQUARE GARDEN MARQUEE I 	UNITED STATES	MSG Holdings, L.P.	REGISTERED	15-Mar-2005	3274256	7-Aug-2007	43 - Int. Arena services, namely, providing facilities for sporting events, concerts, conventions and exhibitions.	MSG Arena Holdings, LLC
MADISON SQUARE GARDEN MARQUEE II 	UNITED STATES	MSG Holdings, L.P.	REGISTERED	15-Mar-2005	3408983	8-Apr-2008	43 - Int. Arena services, namely, providing facilities for sporting events, concerts, conventions and exhibitions.	MSG Arena Holdings, LLC
MADISON SQUARE GARDEN THE WORLD'S MOST FAMOUS ARENA	UNITED STATES	MSG Holdings, L.P.	REGISTERED	23-Aug-2013	4532644	20-May-2014	43 - Int. Arena services, namely, providing general purpose facilities for	MSG Arena Holdings, LLC

TRADEMARK

SCHEDULE I

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
Ceiling Logo							sports, concerts, conventions and exhibitions.	LLC
THE GARDEN	UNITED STATES	MSG Holdings, L.P.	REGISTERED	8-Apr-2003	3167339	7-Nov-2006	41 - Int. Production and co-production of sports and entertainment events, concerts, conventions and exhibitions for public exhibition, viewing and radio, television and cable television broadcast. 43 - Int. Arena services, namely, providing facilities for sports, entertainment, conventions and exhibitions.	MSG Arena Holdings, LLC
THE WORLD'S MOST FAMOUS ARENA	UNITED STATES	MSG Holdings, L.P.	REGISTERED	22-Jan-1996	2244828	11-May-1999	18 - Int. Shoulder bags. 25 - Int. Clothing and apparel, namely, t-shirts.	MSG Arena Holdings, LLC
THE WORLD'S MOST FAMOUS ARENA	UNITED STATES	MSG Holdings, L.P.	REGISTERED	22-Jan-1996	2034653	28-Jan-1997	41 - Int. Education and entertainment services; namely, operating a sports, entertainment, concert, convention and exhibition arena and the production or co-production of sports and entertainment events,	MSG Arena Holdings, LLC

TRADEMARK

SCHEDULE I

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
THE WORLD'S MOST FAMOUS ARENA	UNITED STATES	MSG Holdings, L.P.	REGISTERED	20-Dec-2013	4587997	19-Aug-2014	<p>concerts, conventions and exhibitions for public exhibition, viewing and for radio, television, and cable television broadcast.</p> <p>41 - Int. Arranging and conducting of concerts and special events for social entertainment purposes; Production and co-production of sports and entertainment events, concerts, conventions, exhibitions, meetings, parties, receptions, and special events for social entertainment purposes; Production and co-production of sports and entertainment events, concerts, conventions, exhibitions, meetings, parties, receptions, and special events for social entertainment purposes; Production and co-production of sports and entertainment events, concerts, conventions, exhibitions, meetings, parties, receptions, and special events for public exhibition, viewing and for radio, television, and cable television broadcast; Entertainment services in the nature of</p>	MSG Arena Holdings, LLC

TRADEMARK

SCHEDULE 1

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
							<p>live visual and audio performances, concerts, and special events for social entertainment purposes; Providing a website featuring enter-tainment news and information in the field of sports, music, theatrical performances, and special events for social entertainment purposes; Providing information relating to live performances, road shows, stage events, theatrical performances, music concerts, special events for social entertainment purposes, and sports; Providing sports facilities.</p> <p>43 - Int. Arena services, namely, providing general purpose facilities for sports, concerts, performances, conventions, exhibitions, meetings, parties, receptions, and stage and special events.</p>	

TRADEMARK

SCHEDULE I

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
MADISON SQUARE GARDEN THE WORLD'S MOST FAMOUS ARENA	JAPAN	MSG Holdings, L.P.	REGISTERED	6- Mar- 2007	5098761	14-Dec-2007	18 - Int. Leather and imitations of leather, and goods made of these materials; trunks and traveling bags; umbrellas; parasols; luggage, including, suitcases, wheeled suitcases, travel bags, garment bags, pullmans, backpacks, totes, vanity cases, clutches, organizers, satchels, school bags, camera bags, briefcases, photo and video bags, infant diaper bags, music cases, sport bags, athletic bags, check book covers, travel pouches, luggage hangers, luggage straps, and luggage tags; handbags, all purpose sports bags, tote bags, attache cases, suitcases, brief case type portfolios, brief cases, cases for computers, cases for computer accessories, computer sleeves and protectors, back packs, book bags, waist packs, duffel bags; women's handbags, shoulder bags, toiletry cases (sold empty); leather shopping bags, school bags, key cases, pocket wallets, billfolds, passport cases, business card cases; umbrellas. 25 - Int. Clothing for men, women and children, including shirts, t-shirts, sweatshirts, jogging suits, trousers, pants,	MSG Arena Holdings, LLC

TRADEMARK

SCHEDULE 1

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
							shorts, tank tops, rainwear, cloth baby bibs, skirts, blouses, dresses, suspenders, sweaters, jackets, coats, raincoats, snow suits, ties, robes, hats, caps, sun visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, swimwear, boots, shoes, sneakers, sandals, booties, slipper socks; headbands, wrist bands, gloves, mittens, aprons, jeans.	