

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358630

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:	Knicks 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: 1			
Property Type	Number	Word Mark	
Serial Number:	86254628	LAST MAN STANDING ONE ON ONE TOURNAMENT	
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		
NAME OF SUBMITTER:	Maren C. Perry		
SIGNATURE:	/mcp/		
DATE SIGNED:	10/14/2015		
Total Attachments: 4			
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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 Knicks Holdings, LLC, a Delaware limited liability company, ("ASSIGNEE").

WHEREAS ASSIGNOR and ASSIGNEE desire to memorialize the assignment of all intellectual property in the U.S.A. and Canada associated with the New York Knicks and Westchester Knicks basketball teams, including the team names, logos, and all other intellectual property, including as set forth on Schedules 1 and 2 attached hereto and made a part hereof, and all related registrations and/or applications thereto (collectively, "Knicks 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 Knicks 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.

KNICKS HOLDINGS, LLC

By: 

Donna Coleman
Interim Chief Financial Officer

Date Signed: September 28, 2015

By: 

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

Date Signed: September 28, 2015

SCHEDULE 1

Trademarks

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
LAST MAN STANDING ONE ON ONE TOURNAMENT	UNITED STATES	MSG Holdings, L.P.	ALLOWED	17-Apr-2014			41 - Int. Entertainment in the nature of basketball games and tournaments; Providing facilities for basketball tournaments; Organization of basketball competitions; Providing news and information in the field of basketball; Entertainment services, namely, the provision of continuing programs and segments featuring basketball games and tournaments delivered by television, satellite, cable, audio and video media and the internet.	Knicks Holdings, LLC

SCHEDULE 2

Registered Copyrights

Title of Work	Registration Number	Effective Date of Registration	Author	Year Work Created	Material Included in Copyright Claim	Work made for Hire
Go New York Go (Alphabet City, 1998)	PAU 3-757-764	10/30/2014	Madison Square Garden, L.P.	1998	music, lyrics, musical arrangement, editing	Yes
Go New York Go (Alphabet City, 1998)	SRU 1-183-201	10/16/2014	Madison Square Garden, L.P.	1998	sound recording, performance, production, music, lyrics	Yes
Go New York Go 2005 (Fat Joe)	PAU 3-749-697	12/11/2014	Madison Square Garden, L.P.	2005	music, lyrics, musical arrangement, editing	Yes
Go New York Go 2005 (Fat Joe)	SRU 10187-794	12/11/2014	Madison Square Garden, L.P.	2005	sound recording, performance, production, music, lyrics	Yes
Go New York Go (Jessie James, Inc., 1994)	PAU 3-745-158	10/30/2014	Madison Square Garden, L.P.	1994	music, lyrics, musical arrangement, editing	Yes
Go New York Go (Jessie James, Inc., 1994)	SRU 1-184-145	9/10/2014	Madison Square Garden, L.P.	1994	sound recording, performance, production, music, lyrics	Yes
Go New York Go (Makin Hitz, Inc., 1997)	PAU 3-749-900	12/11/2014	Madison Square Garden, L.P.	1997	music, lyrics, musical arrangement, editing	Yes
Go New York Go (Makin Hitz, Inc., 1997)	SRU 1-187-790	9/10/2014	Madison Square Garden, L.P.	1997	sound recording, performance, production, music, lyrics	Yes
Go New York Go (Riot Records, 1993)	PAU 3-749-903	12/11/2014	Madison Square Garden, L.P.	1993	music, lyrics, editing	Yes
Go New York Go (Riot Records, 1993)	SRU 1-187-780	12/11/2014	Madison Square Garden, L.P.	1993	sound recording, performance, production, music, lyrics	Yes
Go New York Go (Riot Records, 1994)	PAU 3-745-155	10/30/2014	Madison Square Garden, L.P.	1994	music, lyrics, musical arrangement, editing	Yes
Go New York Go (Riot Records 1994)	SRU 1-184-144	10/30/2014	Madison Square Garden, L.P.	1994	sound recording, performance, production, music, lyrics	Yes
Go New York Go 2011 (Swizz Beatz, 2011)	PAU 3-740-087	9/10/2014	Madison Square Garden, L.P.	2011	music, lyrics, musical arrangement, editing	Yes
Go New York Go 2011 (Swizz Beatz, 2011)	SRU 1-180-284	9/10/2014	Madison Square Garden, L.P.	2011	sound recording, performance, production, music, lyrics	Yes
We Are New York, and We Love Basketball	SR 751-799	10/30/2014	MSG Holdings, L.P.	1982	sound recording, performance, production, music, lyrics	Yes

SCHEDULE 3

Music

TITLE OF WORK	AUTHOR	CONTRACTING PARTIES	WORK MADE FOR HIRE
I'm A Knicks Fan	Jesse James	Madison Square Garden Center and Jesse James	Yes
The Knicks Are Back	Joel Kipnis	The New York Knickerbockers, a division of MSG Holdings, L.P. and Pulse Music, Inc.	Yes
Knicks AllStar 2012	Joel Kipnis	The New York Knickerbockers, a division of MSG Holdings, L.P. and Pulse Music, Inc.	Yes
G's NY Knicks Anthem 2013	Robert Scalere, Justin Cartisano, and Ray Burghardt	The New York Knickerbockers, a division of MSG Holdings, L.P. and Pulse Music, Inc.	Yes
Go New York Go (2008)	Q-Tip	Madison Square Garden, L.P. and Q-Tip	Yes
Set if Off	Swizz Beatz	Swizz Beatz Productions, Inc. and MSG Holdings, L.P.	Yes
Go New York Go (2004)	Alphabet City Records	Alphabet City Sports Records, Inc. and Madison Square Garden, L.P.	Yes