

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372043

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 Arena Holdings, LLC		02/02/2016	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	MSG Sports & Entertainment, 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:	4587997	THE WORLD'S MOST FAMOUS ARENA	
Registration Number:	4532644	MADISON SQUARE GARDEN THE WORLD'S MOST F	
Registration Number:	3408983	MADISON SQUARE GARDEN WELCOME TO MADISON	
Registration Number:	3274256	MADISON SQUARE GARDEN	
Registration Number:	3167339	THE GARDEN	
Registration Number:	2054860		
Registration Number:	2034653	THE WORLD'S MOST FAMOUS ARENA	
Registration Number:	2244828	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		
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:	15786.104001		
NAME OF SUBMITTER:	Maren C. Perry		

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SIGNATURE:	/mcp/
DATE SIGNED:	02/04/2016
Total Attachments: 2 source=MSGARENAassignmentNEW#page1.tif source=MSGARENAassignmentNEW#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (this "Assignment") is made as of February 2, 2016, by and between MSG Arena Holdings, LLC, a limited liability company duly organized and existing under the laws of the state of Delaware, having a business address at Two Pennsylvania Plaza, New York, New York 10121 (hereinafter "Assignor") and MSG Sports & Entertainment, LLC, a limited liability company duly organized and existing under the laws of the state of Delaware, having a business address at Two Pennsylvania Plaza, New York, New York 10121 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the United States trademarks set forth in Schedule A attached hereto and made a part hereof, together with the goodwill of the business symbolized by such trademarks, which business is active and ongoing, and the registrations therefore (hereinafter, the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks, together with the goodwill of the business symbolized by such Trademarks, and is also acquiring the business to which the said Trademarks pertain, which business is ongoing and existing;

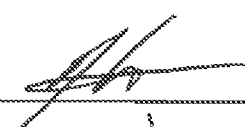
NOW, THEREFORE, in consideration of the promises and mutual covenants contained in this Assignment and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor does hereby assign, transfer, and convey to Assignee all of Assignor's right, title, and interest in and to the Trademarks, including the registrations therefore, and all common law rights, together with the goodwill of the business symbolized thereby, and including without limitation Assignor's right to sue for and seek remedies against past, present, and future infringements of any or all of the foregoing and rights of priority and protection of interests therein under the laws of any jurisdiction worldwide.

Assignor agrees that it will execute and deliver to Assignee any documents necessary or requested by Assignee to complete the timely transfer of the Trademarks.

MSG ARENA HOLDINGS, LLC


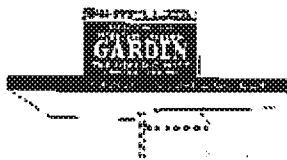
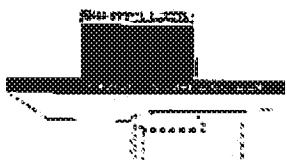
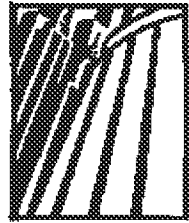
Dated: February 2, 2016

By: 

Title: SVP & Assistant Secretary

Name: Mark Cresfollo

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Country</u>
THE WORLD'S MOST FAMOUS ARENA	4587997	August 19, 2014	United States
	4532644	May 20, 2014	United States
	3408983	April 8, 2008	United States
	3274256	August 7, 2007	United States
THE GARDEN	3167339	November 7, 2006	United States
	2054860	April 22, 1997	United States
THE WORLD'S MOST FAMOUS ARENA	2034653	January 28, 1997	United States
THE WORLD'S MOST FAMOUS ARENA	2244828	May 11, 1999	United States