

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM804599

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 Entertainment Group, LLC		04/18/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	MSG Entertainment 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: 24			
Property Type	Number	Word Mark	
Registration Number:	3961670	HISTORY IS IN OUR CORNER	
Registration Number:	3078978	MADISON SQUARE GARDEN	
Registration Number:	0835284	MADISON SQUARE GARDEN	
Registration Number:	3274256	MADISON SQUARE GARDEN	
Registration Number:	3961669	MADISON SQUARE GARDEN BOXING	
Registration Number:	6331952	MADISON SQUARE GARDEN ENTERTAINMENT	
Registration Number:	6556125	MADISON SQUARE GARDEN SPORTS	
Registration Number:	6765045	MADISON SQUARE GARDEN THE WORLD'S MOST F	
Registration Number:	4532644	MADISON SQUARE GARDEN THE WORLD'S MOST F	
Registration Number:	3408983	MADISON SQUARE GARDEN WELCOME TO MADISON	
Registration Number:	3049889	MSG	
Registration Number:	3097675	MSG	
Registration Number:	3798144	MSG +	
Registration Number:	3321383	MSG	
Registration Number:	4965161	MSG GO	
Registration Number:	2692577	MSG NETWORKS	
Serial Number:	97619272	MSG SPORTSNET	
Serial Number:	97619308	MSG SPORTSNET	
Serial Number:	97619241	MSGSN	

CH \$615.00 3961670

Property Type	Number	Word Mark
Serial Number:	97619251	MSGSN
Serial Number:	97787915	MSG SPORTSZONE
Registration Number:	4743178	THE FROZEN APPLE
Registration Number:	3167339	THE GARDEN
Registration Number:	4587997	THE WORLD'S MOST FAMOUS ARENA

CORRESPONDENCE DATA

Fax Number: 2125562222

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.

Phone: (212) 556-2128

Email: nytrademarks@kslaw.com

Correspondent Name: King & Spalding LLP / Maren C. Perry

Address Line 1: 1185 Avenue of the Americas

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	15786.104052
NAME OF SUBMITTER:	Maren C. Perry
SIGNATURE:	/mcp/
DATE SIGNED:	04/20/2023

Total Attachments: 9

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TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made and effective as of April 18, 2023, by and between MSG ENTERTAINMENT GROUP, 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 ENTERTAINMENT 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 "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed on, and applications and/or registrations therefor set forth on, Schedule A attached hereto and made a part hereof, together with the goodwill of the business symbolized by such trademarks (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;

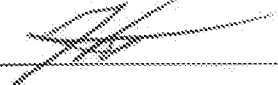
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor does hereby assign, transfer, and convey to Assignee all of Assignor's right, title, and interest in and to the Trademarks, including the applications and/or registrations therefor, 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.

SS MSG ENTERTAINMENT GROUP, LLC

Dated: April 18, 2023

By: 

Name: Mark Cresitello

Title: Secretary

SS MSG ENTERTAINMENT HOLDINGS, LLC


Dated: April 18, 2023

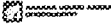
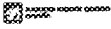
By: 



Name: Jamal Haughton

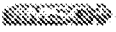
Title: EVP, General Counsel

SCHEDULE A


#	Mark Details	Status	Goods/Services
1.	HISTORY IS IN OUR CORNER RN: 3961670 SN: 85132506	Renewed Registered: May 17, 2011 Last Renewal: May 17, 2021	(Int'l Class: 41) Entertainment in the nature of boxing contests
2.	MADISON SQUARE GARDEN RN: 3078978 SN: 78522908	Renewed Registered: April 11, 2006 Last Renewal: April 11, 2016	(Int'l Class: 25) T-shirts
3.	MADISON SQUARE GARDEN RN: 0835284 SN: 72269147	Renewed Registered: September 12, 1967 Last Renewal: September 12, 2017	(Int'l Class: 41) operation of a sports, entertainment, convention and exhibition arena, and the production or co- production of sports and entertainment events for public exhibition and television and radio broadcast
4.	MADISON SQUARE GARDEN and Design  RN: 3274256 SN: 78587999	Renewed Registered: August 7, 2007 Last Renewal: August 7, 2017	(Int'l Class: 43) Arena services, namely, providing facilities for sporting events, concerts, conventions and exhibitions
5.	MADISON SQUARE GARDEN BOXING RN: 3961669 SN: 85132496	Renewed Registered: May 17, 2011 Last Renewal: May 17, 2021	(Int'l Class: 41) Entertainment in the nature of boxing contests


#	Mark Details	Status	Goods/Services
6.	MADISON SQUARE GARDEN ENTERTAIN MENT and Design  RN: 6331952 SN: 88877762	Registered April 27, 2021	(Int'l Class: 41) Entertainment services, namely, providing facilities for sports, comedy shows, concerts, live musical events, performing arts theatrical events, cinematic film events, dog shows, and award shows; Entertainment services in the nature of production or co-production of sporting events, live musical events, comedy shows, concerts, theatrical performances, cinematic films, dog shows, and award shows for public exhibition, intended for public viewing and for broadcast on radio, television, and cable television (Int'l Class: 43) Arena services, namely, providing general purpose facilities for sports, concerts, conventions and exhibitions
7.	MADISON SQUARE GARDEN SPORTS and Design  RN: 6556125 SN: 88877777	Registered November 9, 2021	(Int'l Class: 41) Entertainment services in the nature of production or co-production of sporting games and events and of entertainment events in the nature of sporting games and competitions, in-game performances featuring music, magic shows, comedy, cheerleading, on screen graphics, video and audio, all intended for public viewing and for broadcast on radio, television, and cable television
8.	MADISON SQUARE GARDEN THE WORLD'S MOST FAMOUS ARENA RN: 6765045 SN: 90752416	Registered June 21, 2022	(Int'l Class: 25) Clothing, namely, sweatshirts, hoodies
9.	MADISON SQUARE GARDEN	Registered Section 8	(Int'l Class: 43) Arena services, namely, providing general purpose

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	<p>THE WORLD'S MOST FAMOUS ARENA and Design</p>  <p>RN: 4532644 SN: 86046116</p>	Registered: May 20, 2014	facilities for sports, concerts, conventions and exhibitions
10.	<p>MADISON SQUARE GARDEN WELCOME TO MADISON SQUARE GARDEN THE WORLD'S MOST FAMOUS ARENA MADISON SQUARE GARDEN and Design</p>  <p>RN: 3408983 SN: 78588012</p>	Renewed Registered: April 8, 2008 Last Renewal: April 8, 2018	(Int'l Class: 43) Arena services, namely, providing facilities for sporting events, concerts, conventions and exhibitions
11.	<p>MSG</p> <p>RN: 3049889 SN: 78522952</p>	Renewed Registered: January 24, 2006 Last Renewal: January 24, 2016	(Int'l Class: 25) T-shirts
12.	<p>MSG</p>	Renewed	(Int'l Class: 38) Cable television broadcasting services

#	Mark Details	Status	Goods/Services
	RN: 3097675 SN: 78579675	Registered: May 30, 2006 Last Renewal: May 30, 2016	(Int'l Class: 41) Organizing sports and entertainment events for public exhibition; entertainment services in the nature of on-going television programs in the field of sports, news, comedy and variety (Int'l Class: 43) Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions
13.	MSG + and Design  RN: 3798144 SN: 77569023	Renewed Registered: June 8, 2010 Last Renewal: June 8, 2020	(Int'l Class: 38) Television broadcast services; cable television broadcast services; audio, video and satellite broadcast services; Internet broadcasting services (Int'l Class: 41) Entertainment services, namely, providing entertainment and sports programming for television and cable television; providing on-line entertainment and sports programming, scheduling, information and news
14.	MSG and Design  RN: 3321383 SN: 78845207	Renewed Registered: October 23, 2007 Last Renewal: October 23, 2017	(Int'l Class: 38) Television broadcast services; cable television broadcast services; audio, video and satellite broadcast services (Int'l Class: 41) Entertainment services, namely, providing entertainment and sports programming for television and cable television; providing on-line entertainment and sports programming, scheduling, information and news
15.	MSG GO RN: 4965161 SN: 86290653	Registered Section 8 & 15 Registered: May 24, 2016	(Int'l Class: 09) Software platforms and downloadable software applications for use in distribution of digital video and multimedia content (Int'l Class: 38) Television transmission and television broadcasting, webcasting, streaming, narrowcasting, multicasting and unicasting services; Communication services, namely,

#	Mark Details	Status	Goods/Services
			<p>transmission of audio, visual images, text, and data; Webcasting, streaming, narrowcasting, and unicasting of audio, video, television, movies, other images, and multimedia content and programming; Streaming audio and video material on the Internet; Video on demand transmissions; Transfer of video, audio, audiovisual materials, text, data via telecommunications; Mobile media services in the nature of electronic transmission, webcasting, streaming, narrowcasting, unicasting and delivery of audio, video and multimedia entertainment content including text, data, images, audio and video</p> <p>(Int'l Class: 41)</p> <p>Entertainment services in the nature of providing ongoing entertainment and multimedia programs, entertainment content and segments, namely, programs, clips, movies, graphics and information in the fields of comedy, drama, action, variety, news, adventure, sports, music, current events and entertainment news delivered via various platforms across multiple forms of transmission media; Provision of non-downloadable films, music, television, and multimedia programs via a video-on-demand service; Entertainment services in the nature of live visual and audio performances, concerts, and special events for social entertainment purposes; Providing a website featuring entertainment information in the fields of comedy, drama, action, variety, news, adventure, sports, music, current events and entertainment news, and special events; Electronic and digital distribution of movies, television programs, and audio and video programs</p>
16.	<p>MSG NETWORKS</p> <p>RN: 2692577 SN: 76349409</p> <p>Disclaimer: NETWORKS</p>	<p>Renewed Registered: March 4, 2003 Last Renewal: March 4, 2023</p>	<p>(Int'l Class: 41)</p> <p>Entertainment services namely providing entertainment and sports programming for television and cable television; providing on-line entertainment and sports programming, scheduling, information and news</p>

#	Mark Details	Status	Goods/Services
17.	MSG SPORTSNET SN: 97619272	Use Based Pending Application First Use: September 26, 2022 Filed: October 4, 2022	(Int'l Class: 38) Television broadcast services; cable television broadcast services; audio, video and satellite broadcast services; Internet broadcasting services
18.	MSG SPORTSNET SN: 97619308	Use Based Pending Application First Use: September 26, 2022 Filed: October 4, 2022	(Int'l Class: 41) Entertainment services, namely, providing entertainment and sports programming for television and cable television; providing on-line entertainment and sports programming, scheduling, information and news
19.	MSGSN SN: 97619241	Use-Based Pending Application First Use: September 26, 2022 Filed: October 4, 2022	(Int'l Class: 38) Television broadcast services; cable television broadcast services; audio, video and satellite broadcast services; Internet broadcasting services
20.	MSGSN SN: 97619251	Use-Based Pending Application First Use: September 26, 2022 Filed: October 4, 2022	(Int'l Class: 41) Entertainment services, namely, providing entertainment and sports programming for television and cable television; providing on-line entertainment and sports programming, scheduling, information and news
21.	MSG SPORTSZON E & Design  SN: 97787915	Use-Based Pending Application First Use: January 18, 2023 Filed: February 9, 2023	(Int'l Class: 38) Broadcasting of television programs. (Int'l Class: 41) Entertainment services, namely, providing entertainment and sports programming via mobile devices, smart TVs, streaming apps and web apps; providing on-line entertainment and sports programming, scheduling, information and news; Entertainment services in the nature of providing

#	Mark Details	Status	Goods/Services
			ongoing entertainment and multimedia programs, entertainment content and segments, namely, programs, clips, movies, in the fields of sports and entertainment delivered via various platforms across via mobile devices, smart TVs, streaming apps and web apps and multiple forms of transmission media; Provision of non-downloadable films, television, and multimedia programs via mobile devices, smart TVs, streaming apps, web apps and video-on-demand services; Entertainment services in the nature of ongoing television programs in the fields of sports and sports news.
22.	<p>THE FROZEN APPLE and Design</p>  <p>RN: 4743178 SN: 86411225</p>	<p>Registered Section 8 Registered: May 26, 2015</p>	<p>(Int'l Class: 41) Entertainment in the nature of hockey games</p>
23.	<p>THE GARDEN</p> <p>RN: 3167339 SN: 78235281</p>	<p>Renewed Registered: November 7, 2006 Last Renewal: November 7, 2016</p>	<p>(Int'l Class: 41) Production and co-production of sports and entertainment events, concerts, conventions and exhibitions for public exhibition, viewing and radio, television and cable television broadcast</p> <p>(Int'l Class: 43) Arena services, namely, providing facilities for sports, entertainment, conventions and exhibitions</p>
24.	<p>THE WORLD'S MOST FAMOUS ARENA</p> <p>RN: 4587997 SN: 86149716</p>	<p>Registered Section 8 Registered: August 19, 2014</p>	<p>(Int'l Class: 41) 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 entertainment events for public exhibition, viewing and for radio, television, and cable</p>

#	Mark Details	Status	Goods/Services
			<p>television broadcast; Entertainment services in the nature of live visual and audio performances, concerts, and special events for social entertainment purposes; Providing a website featuring entertainment 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>(Int'l Class: 43)</p> <p>Arena services, namely, providing general purpose facilities for sports, concerts, performances, conventions, exhibitions, meetings, parties, receptions, and stage and special events</p>