

FORM PTO-1618A  
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U.S. Patent & TMO/c/

06-26-2000

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101389622

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

- ☒ New
- ☐ Resubmission (Non-Recordation)  
Document ID #
- ☐ Correction of PTO Error  
Reel #  Frame #
- ☐ Corrective Document  
Reel #  Frame #

**Conveyance Type**

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger
- ☐ Change of Name
- ☐ Other
- Effective Date  
Month Day Year  
May 19 2000

**Conveying Party**

☐ Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
May 19 2000

Name

Formerly

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☒ Association
- ☐ Other
- ☐ Citizenship/State of Incorporation/Organization

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association
- ☐ Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached.  
(Designation must be a separate document from Assignment.)

☐ Citizenship/State of Incorporation/Organization

06/26/2000 DNGUYEN 00000031 500205 2324692

FOR OFFICE USE ONLY

01 FC:481 40.00 CH  
02 FC:482 25.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK**  
**REEL: 002092 FRAME: 0290**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

☐ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes ☒

No ☐

**Statement and Signature**

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.*

Alison Nunez



May 24, 2000

Name of Person Signing

Signature

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT OF A SERVICE MARK and TRADEMARK

WHEREAS, National Hockey League , a Canadian Not-For-Profit Association with its principal place of business at 1251 Avenue of the Americas, New York, New York 10020 ("Assignor"), is the owner of the U.S. trademark and service mark registrations (the "Marks"), listed in Schedule A attached hereto.

WHEREAS, Assignor wishes to transfer all right, title and interest in and to the Marks, including the registrations thereof, together with the goodwill symbolized by the Marks to Anheuser-Busch, Inc. a Missouri Corporation, with its principal place of business at One Busch Place, St. Louis, Missouri 63118-1852 ("Assignee"); and

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the said Marks, including the registration thereof, together with the goodwill symbolized by the Marks;

NOW THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks and the registrations thereof, and all associated goodwill.

The Assistant Commissioner for Trademarks is requested to record this Assignment of Trademarks and Registrations in the file of the Marks.

NATIONAL HOCKEY LEAGUE

Date: May 11, 2000

By: William L. Daly  
Name: William L. Daly  
Title: Executive Vice President  
Chief Legal Officer

STATE OF NEW YORK

COUNTY OF New York

On this 19 day of May , 2000, before me appeared William L. Daly, the person who signed the forgoing instrument, who acknowledged that he signed it as a free act on behalf of National Hockey League, a Canadian Not-For-Profit Association, with authority to do so.

Patricia Titley  
Notary Public

PATRICIA TITLEY  
NOTARY PUBLIC, State of New York  
No. 31-4760073  
Qualified in New York County  
Certificate Filed in New York County  
Commission Expires March 30, 19

November 30, 2000

TRADEMARK  
REEL: 002092 FRAME: 0292

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>CLASS</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
THE COOLEST GAME ON EARTH	25	2,324,692	February 29, 2000

<b><u>Mark</u></b>	<b><u>CLASS</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
THE COOLEST GAME ON EARTH	41	2,350,384	May 16, 2000