

11-16-2000



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Form PTO-1584
1-11-98

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

NBA PROPERTIES, INC.

10-23-00

- Individual(s)
- General Partnership
- Corporation-State
- Other

NEW YORK

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: NBA MEDIA VENTURES, LLC

Internal Address:

Street Address: 450 HARMON MEADOW BLVD.

City: SECAUCUS State: NJ ZIP: 07094

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

DELAWARE LIMITED LIABILITY COMPANY

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: OCTOBER 19, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/254892
75/254973
75/254885

B. Trademark registration No.(s)

2312193
2293125
2333913

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: AYALA DEUTSCH

Internal Address: Legal Department

NBA Properties, Inc.

645 Fifth Avenue

Street Address: NY, NY 10022

City: State: ZIP:

6. Total number of applications and registrations involved:

6

7. Total fee (37 CFR 3.41): \$ 165.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

14-0623

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

AYALA DEUTSCH

Name of Person Signing

Signature

10/20/00

Date

Total number of pages comprising cover sheet

1

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

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Washington, D.C. 20231

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TRADEMARK
REEL: 002175 FRAME: 0290

TRADEMARK ASSIGNMENT AGREEMENT

This Agreement is effective as of October 19, 2000, between NBA Properties, Inc., a New York corporation with a business address at Olympic Tower, 645 Fifth Avenue, New York, New York 10022 (“ASSIGNOR”) and NBA Media Ventures, LLC, a Delaware limited liability company, with a business address at 450 Harmon Meadow Boulevard, Secaucus, New Jersey 07094 (“ASSIGNEE”).

WHEREAS, ASSIGNOR is the owner of and has adopted, has used, and is using the trademark(s) and service mark(s) (collectively the “Marks”) identified by the trademark(s) and service mark(s) registered and/or pending before the United States Patent and Trademark Office (collectively the “Registrations and Applications”) listed and attached hereto as Exhibit 1;

WHEREAS, ASSIGNEE is desirous of acquiring ownership and goodwill of the Marks and Registrations and Applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all right, title, and interest in and to the Marks, together with the goodwill associated with the Marks and related Registrations and Applications thereof.

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

authorized officers.

NBA PROPERTIES, INC.

By: *Joel M. Litvin*

Name: JOEL M. LITVIN

Title: Secretary

NBA MEDIA VENTURES, LLC

By: *William S. Koenig*

Name: William S. Koenig

Title: Assistant Secretary

EXHIBIT 1

GAMESTATS

U.S. APPLICATIONS

<u>APPLICATION NO.</u>	<u>CLASS</u>
75/254892	28
75/254973	25
75/254885	18

Int. Cl.: 38

Prior U.S. Cls.: 100, 101, and 104

Reg. No. 2,312,193

United States Patent and Trademark Office

Registered Jan. 25, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

GAMESTATS

NBA PROPERTIES, INC. (NEW YORK CORPORATION)
OLYMPIC TOWER
645 FIFTH AVENUE
NEW YORK, NY 10022

FOR: TELECOMMUNICATIONS SERVICES,
NAMELY, DIGITAL AND ELECTRONIC
TRANSMISSION OF DATA AND IMAGES; DELIVERY OF MESSAGES AND DATA BY

MEANS OF ELECTRONIC TRANSMISSION;
ELECTRONIC TRANSMISSION OF DATA AND
DOCUMENTS VIA COMPUTER TERMINALS,
IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 10-31-1997; IN COMMERCE
10-31-1997.

SN 75-254,891, FILED 3-10-1997.

STEVEN R. FINE, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,293,125

United States Patent and Trademark Office

Registered Nov. 16, 1999

**SERVICE MARK
PRINCIPAL REGISTER**

GAMESTATS

NBA PROPERTIES, INC. (NEW YORK CORPO-
RATION)
OLYMPIC TOWER
645 FIFTH AVENUE
NEW YORK, NY 10022

FOR: ENTERTAINMENT SERVICES IN THE
NATURE OF RENDERING LIVE BASKET-
BALL GAMES AND BASKETBALL EXHIBI-
TIONS AND THE PRODUCTION AND DISTRI-

BUTION OF RADIO AND TELEVISION
BROADCASTS OF BASKETBALL GAMES AND
EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 10-31-1997; IN COMMERCE
10-31-1997.

SN 75-254,897, FILED 3-10-1997.

STEVEN R. FINE, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,333,913

United States Patent and Trademark Office

Registered Mar. 21, 2000

**TRADEMARK
SUPPLEMENTAL REGISTER**

GAMESTATS

NBA PROPERTIES, INC. (NEW YORK CORPORATION)
OLYMPIC TOWER
645 FIFTH AVENUE
NEW YORK, NY 10022

FIRST USE 10-31-1997; IN COMMERCE 10-31-1997

SER. NO. 75-254,889, FILED P.R. 3-10-1997; AM. S.R. 11-2-1998.

FOR: PRINTED SHEETS FEATURING BASKETBALL STATISTICS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

STEVEN R. FINE, EXAMINING ATTORNEY