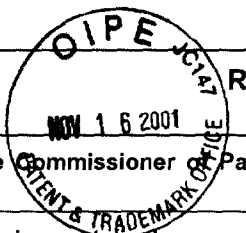


11-21-2001

FORM PTO-1594  
(Rev. 6-93)



101899862

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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 *11-16-01*

Individual(s)       Association

General Partnership     Limited Partnership  
 Corporation-State New York  
 Other \_\_\_\_\_

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

3. Nature of conveyance:  
 Assignment     Merger  
 Security Agreement     Change of Name  
 Other \_\_\_\_\_

Execution Date: September 12, 2000

2. Name and address of receiving party(ies):  
 Name: NBA Media Ventures, LLC

Internal Address: \_\_\_\_\_

Street Address: 450 Harmon Meadow Boulevard

City: Secaucus    State: NJ    ZIP 07094

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:  
 Yes     No  
 (Designation must be a separate document from Assignment).  
 Additional name(s) & address(es) attached?  Yes     No

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
2312193, 2293125 and 2333913

Additional numbers attached?    Yes  No

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

Internal Address: Peter J. Willsey

Street Address: One Freedom Square, Reston Town Center, 11951 Freedom Drive  
 City: Reston    State: VA    ZIP 20190-5601

6. Total number of applications and registration involved: 3

7. Total fee (37 CFR 3.41):.....  
 \$ \$90.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

(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.*

*Peter J. Willsey*      *November 16, 2001*  
 Peter J. Willsey      Date

Total number of pages including cover sheet, attachments, and document: 7

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

11/20/2001 DBYRNE 00000014 2312193

01 FC:481      40.00 DP  
02 FC:482      50.00 DP  
116630 v1/RE  
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TRADEMARK  
REEL: 002397 FRAME: 0985

**TRADEMARK ASSIGNMENT AGREEMENT**

This Agreement is effective as of September 12, 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 before the United States Patent and Trademark Office (collectively the "Registrations") listed and attached hereto as Exhibit I;

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

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

NBA PROPERTIES, INC.

NBA MEDIA VENTURES, LLC

By: *[Signature]*

By: *[Signature]*

Name: JOEL M. LITVIN

Name: William S. Koenig

Title: Secretary

Title: Assistant Secretary

11/15/2001 15:10 FAX 703 761 1990

CONVERA

007

11/15/2001 12:41 FAX 12128887931

NBA

006

DEC-21-2000 09:09

NBA LEGAL DEPARTMENT

212 886 7931

P.04

**EXHIBIT 1**



**Int. Cl.: 38**

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

**United States Patent and Trademark Office**

**Reg. No. 2,312,193**

Registered Jan. 25, 2000

**SERVICE MARK  
PRINCIPAL REGISTER**

**GAMESTATS**

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

FOR: TELECOMMUNICATIONS SERVICES,  
NAMELY, DIGITAL AND ELECTRONIC  
TRANSMISSION OF DATA AND IMAGES; DE-  
LIVERY 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 K. 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

BUTTON OR 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.

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

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

STEVEN R. FINE, EXAMINING ATTORNEY

DEC-21-2000 09:09

NBA LEGAL DEPARTMENT

212 888 7931 P.07

Int. Cl.: 16

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

United States Patent and Trademark Office

Reg. No. 2,333,913

Registered Mar. 21, 2000

**TRADEMARK  
SUPPLEMENTAL REGISTER**

**GAMESTATS**

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

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

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.

STEVEN R. FINE, EXAMINING ATTORNEY

TOTAL P.07