

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Levy (IP) Limited Partnership		04/09/2008	LIMITED PARTNERSHIP: ILLINOIS
RECEIVING PARTY DATA			
Name:	Major League Baseball Properties, Inc.		
Street Address:	245 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10167		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76432521	TASTE OF THE MAJORS	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	TRADEMARK@CLL.COM		
Correspondent Name:	Roberto Ledesma		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	#21307-090 TASTE OF MAJOR		
NAME OF SUBMITTER:	Roberto Ledesma		
Signature:	/Roberto Ledesma/		

OP \$40.00 76432521

Date:

07/03/2008

Total Attachments: 2

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TRADEMARK AND COPYRIGHT ASSIGNMENT

This Assignment is made on the am day of April, 2008, between Levy (IP) Limited Partnership, an Illinois limited partnership located at 980 N. Michigan Avenue, Suite 400, Chicago, Illinois 60611 ("Assignor") and Major League Baseball Properties, Inc., a New York corporation located at 245 Park Avenue, New York, New York 10167 ("Assignee").

WHEREAS, Assignor has adopted and used the TASTE OF THE MAJORS mark and design shown in the attached Exhibit 1 (the "Mark and Design") and owns the trademark and copyright in the Mark and Design (except Assignor does not own the copyright in the A DIAMONDBACKS (Stylized) mark shown on the depiction of the baseball in the "O" of the term "MAJORS" in the Mark and Design), in connection with restaurant, concession and bar services, for which it owns a use-based federal application to register the word mark TASTE OF THE MAJORS in the United States Patent and Trademark Office, Serial No. 76/432,521 (the "Application");

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Mark and Design and the Application;

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other 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, absolutely and forever, its entire right, title, and interest, whether statutory or at

common law, in and to the Mark and Design and the Application, together with the goodwill of the business symbolized thereby, all copyrights in the Mark and Design owned by Assignor and any renewals or extensions thereof, and all rights of modification thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relative to these infringements.

Dated:

LEVY (IP) LIMITED PARTNERSHIP

By: Levy Corporation,
its General Partner

By: 

Name: Michael T. Periberg
Title: Secretary