

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NBA Properties, Inc.		06/17/2009	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gremar Television Inc.		
<b>Street Address:</b>	220 West 138th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10030		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3482035	EBC ENTERTAINERS BASKETBALL CLASSIC NEW YORK CITY	
Registration Number:	3363116	ENTERTAINERS BASKETBALL CLASSIC	
Registration Number:	3363115	ENTERTAINERS BASKETBALL CLASSIC	
Registration Number:	3578298	THE ORIGINAL THE REVOLUTION THE REAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)223-5159		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-407-8330		
<b>Email:</b>	ipgroup@nba.com		
<b>Correspondent Name:</b>	Anil V. George		
<b>Address Line 1:</b>	Olympic Tower - 645 Fifth Avenue		
<b>Address Line 2:</b>	NBA Properties, Inc.		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>		EBC ASSIGNMENTS	

**CH \$115.00 3482035**

NAME OF SUBMITTER:	Ayala Deutsch
Signature:	/Ayala Deutsch/
Date:	07/08/2009
Total Attachments: 2 source=EBC - Greymar Assignment#page1.tif source=EBC - Greymar Assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS AGREEMENT

This assignment agreement (the "Assignment") is effective as of April 1, 2007 between NBA Properties, Inc. (hereinafter "ASSIGNOR"), with offices at Olympic Tower, 645 Fifth Avenue, New York, New York 10022 and Greomar Television Inc. (hereinafter "ASSIGNEE"), with offices at 220 West 138<sup>th</sup> Street, New York, New York 10030.

WHEREAS ASSIGNOR and ASSIGNEE desire to memorialize the assignment of the below listed trademarks and/or service marks and all related rights, applications and/or registrations before the U.S. Patent and Trademark Office;

1) ENTERTAINERS BASKETBALL CLASSIC NEW YORK CITY EBC and Design  
Trademark Application Serial No. 78/411,063 – Class 25  
Trademark Registration No. 3482035

2) ENTERTAINERS BASKETBALL CLASSIC  
Trademark Application Serial No. 78/410,231 – Class 9  
Trademark Registration No. 3363116

3) ENTERTAINERS BASKETBALL CLASSIC  
Trademark Application Serial No. 78/410,221 – Class 41  
Trademark Registration No. 3363115

4) THE ORIGINAL. THE REVOLUTION. THE REAL.  
Trademark Application Serial No. 78/794,943 – Class 25  
Trademark Registration No. 3578298

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, and transfer to ASSIGNEE, all right, title, and interest in the marks, the goodwill of the business associated therewith, and the applications and/or registrations thereof.

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

ASSIGNOR

ASSIGNEE

NBA PROPERTIES, INC.

GREMAR TELEVISION INC.

By: 

By: 

Name: Ayala Deutsch

Name: Greg Marus

Title: Senior V.P. & Chief

Intellectual Property Counsel

Title: Chief Executive Officer

Date: June 17, 2009

Date: 7/6/2009

  
AVG  
Legal Dept