

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/11/2007		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	The Susan G. Komen Breast Cancer Foundation, Inc.		03/16/2010
			non-profit corporation: TEXAS
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
	Registration Number:	3368827	GOING TO BAT AGAINST BREAST CANCER
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@cfl.com		
Correspondent Name:	Mary L. Kevlin		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	21307.098		
NAME OF SUBMITTER:	Jill K. Tomlinson		
Signature:	/Jill K. Tomlinson/		

OP \$40.00 3368827

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**TRADEMARK
 REEL: 004186 FRAME: 0662**

Date:

04/15/2010

Total Attachments: 2

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Exhibit C

Form of Assignment Agreement

TRADEMARK ASSIGNMENT

This ASSIGNMENT, effective May 11, 2007, is from The Susan G. Komen Breast Cancer Foundation, Inc., a non-profit Texas corporation, located at LBJ Freeway, Suite 250, Dallas, Texas 75244 ("Assignor") to Major League Baseball Properties, Inc., a New York corporation with a principal place of business at 245 Park Avenue, New York, New York 10167 (the "Assignee");

WHEREAS, Assignor is the owner of the service mark GOING TO BAT AGAINST BREAST CANCER for "charitable fundraising services, namely, raising money for breast cancer research and raising money for local community breast health awareness programs" in International Class 36 (the "Mark") and is the record owner of U.S. Trademark Registration No. 3,368,827 for the Mark (the "Registration"); and

WHEREAS, Assignor desires to transfer all of its rights, title and interest in and to the Mark and any designs or logos incorporating the Mark, together with the goodwill of the business symbolized thereby, and the Registration to Assignee; and

WHEREAS, Assignee desires to accept such transfer.

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the date indicated above, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's rights, title and interest in and to the Mark and any designs or logos incorporating the Mark, together with the goodwill of business symbolized thereby, and the Registration, and all causes of action for any and all past infringements of the rights so assigned occurring before or after the date

of this Assignment and the right to collect and retain the proceeds therefrom, and Assignor agrees to provide Assignee with any and all documentation, specimens, use evidence, and/or other materials as necessary to support the recordation of this Assignment and maintenance of the Registration with the United States Patent and Trademark Office as requested from time to time by Assignee.

Dated: Mar 16th, 2010

The Susan G. Komen Breast Cancer Foundation, Inc.

By: 

Name: Mark Nadolny

Title: Chief Financial Officer