

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													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>National Hockey League</td> <td></td> <td>07/21/2011</td> <td>UNINC. ASSOCIATION: CANADA</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	National Hockey League		07/21/2011	UNINC. ASSOCIATION: CANADA					
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PROPERTY NUMBERS Total: 3													
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Registration Number:	2821430	WINNIPEG JETS											
CORRESPONDENCE DATA													
Fax Number: (212)789-2727 Phone: 2127892000 Email: anunez@nhl.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Alison Nunez Address Line 1: 1185 Avenue of the Americas Address Line 2: NHL Enterprises, L.P. Address Line 4: New York, NEW YORK 10036													
ATTORNEY DOCKET NUMBER:	WINNIPEG ASSIGNMENT												

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TRADEMARK
 REEL: 004657 FRAME: 0312

DOMESTIC REPRESENTATIVE

Name: Thomas H. Prochnow
Address Line 1: 1185 Avenue of the Americas
Address Line 2: NHL Enterprises, L.P.
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Thomas H. Prochnow
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Signature:	/Thomas H. Prochnow/
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Date:	11/08/2011
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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This assignment is made as of July 21, 2011, by and between National Hockey League, a joint venture organized as an unincorporated association not-for-profit, ("Assignor") and Winnipeg Jets Hockey Club Limited Partnership, a limited partnership formed under the laws of Manitoba ("Assignee").

Assignor owns the trademarks, service marks, trade names, trade dress, uniform designs and other proprietary indicia used by and/or associated with the former NHL team known as the Winnipeg Jets, including but not limited to those marks identified on the attached Schedule A (collectively, the "Marks"). Assignee desires to acquire the Marks and all rights, title and interest in and to the Marks, together with the goodwill of the business associated with them, as well as any and all common-law rights and all trademark and service mark registrations and applications identified on the attached Schedule A.





For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title and interest in and to the Marks, together with the goodwill of the business associated with them, as well as any and all common-law rights and all trademark and service mark registrations and applications identified on the attached Schedule A. Assignor further assigns to Assignee all rights to collect income, royalties and damages due to Assignor with respect to the Marks and to sue for and receive and collect all damages occurring from past or future infringements or misappropriations of the Marks.

At any time after the execution of this assignment, Assignor agrees that it will execute and deliver such other instruments and take such action as Assignee may request to transfer, convey and assign the Marks to Assignee, to confirm Assignee's right, title and interest in and to the Marks and to assist Assignee in exercising all rights with respect to the Marks.

Nothing in this assignment, express or implied, is intended or will be construed to confer upon, or give to, any person or entity, other than the parties to this assignment, any rights, remedies, obligations or liabilities. This assignment will bind and inure to the benefit of Assignee and Assignor and their respective successors and assigns. This assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date first set forth above.

THOMAS H. PROCHNOW
Notary Public, State of New York
No. 02PR5037416

NATIONAL HOCKEY LEAGUE By: <u></u> Name: _____ Title: David Zimmerman Date: Executive Vice President General Counsel	Qualified in Kings County Certificate Filed in New York County Commission Expires Dec. 27, 2014 STATE OF <u>New York</u>) SS:) COUNTY OF <u>New York</u>) Subscribed and sworn to before me on the <u>25</u> th day of <u>July</u> , 2011. Notary Public <u></u> My commission expires <u>12-27-14</u>
WINNIPEG JETS HOCKEY CLUB LIMITED PARTNERSHIP By: <u></u> Name: <u>Mark Chipman</u> Title: <u>President</u> Date: <u>August 10, 2011</u>	PROVINCE OF <u>Manitoba</u>) SS:) COUNTY OF <u>N/A</u>) Subscribed and sworn to before me on the <u>10</u> th day of <u>August</u> , 2011. Notary Public <u></u> My commission expires <u>N/A</u>

Brian D. Lerner
A NOTARY PUBLIC
IN AND FOR THE PROVINCE OF MANITOBA

SCHEDULE A

U.S. Trademark	U.S. Trademark Registration Number
JETS	1,270,310
WINNIPEG JETS	2,476,485
WINNIPEG JETS & Design	2,821,430
Canadian Trademark	Canadian Trademark Registration Number
WINNIPEG JETS	265,022
WINNIPEG JETS	612,540
WINNIPEG JETS & Design	612,395
WINNIPEG JETS & Design (3D)	394,720