

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM687187

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NHL Enterprises, L.P.		11/10/2021	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	National Hockey League		
Street Address:	395 Ninth Avenue		
Internal Address:	One Manhattan West		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Non-Profit Association: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4876688	KEEPER OF THE CUP	
CORRESPONDENCE DATA			
Fax Number:	2127892727		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127892000		
Email:	anunez@nhl.com		
Correspondent Name:	Alison Nunez		
Address Line 1:	395 Ninth Avenue		
Address Line 2:	One Manhattan West		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Alison Nunez		
SIGNATURE:	/Alison Nunez/		
DATE SIGNED:	11/10/2021		
Total Attachments: 2			
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CH \$40.00 4876688

TRADEMARK ASSIGNMENT

This assignment is made as of November 10 2021, by and between NHL Enterprises, L.P., a Delaware limited partnership located at 395 Ninth Avenue, One Manhattan West, New York, New York, 10001 ("Assignor"), and National Hockey League, a Canadian not-for-profit association located at 395 Ninth Avenue, One Manhattan West, New York, New York, 10001 ("Assignee").

WHEREAS, Assignor has adopted, used, is using and owns the registered trademark KEEPER OF THE CUP under U.S. Registration No, 4,876,688 (the "Mark").

WHEREAS, Assignee desires to acquire the Mark and all rights, title and interest in and to the Mark, together with the goodwill of the business associated with it, as well as all common-law rights.

NOW THEREFORE, 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 Mark, together with the goodwill of the business associated with it, as well as all common-law rights.

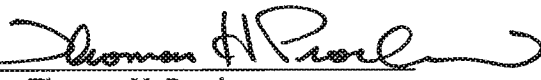
At any time after the execution of this assignment, Assignor agrees that it will execute and deliver such other instruments and take such action as Assignee may request to transfer, convey and assign the Mark to Assignee, to confirm Assignee's right, title and interest in and to the Mark and to assist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

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

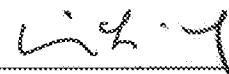
any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same.

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

NHL ENTERPRISES, L.P.
by its general partner NHL Enterprises, Inc.

By: 
Name: Thomas H. Prochnow
Title: Senior Vice President, Legal

NATIONAL HOCKEY LEAGUE

By: 
Name: William L. Daly
Title: Deputy Commissioner