

Exhibit J



ASSIGNMENT OF COPYRIGHT

THIS ASSIGNMENT OF COPYRIGHT (this "Assignment") made as of March 31, 2010 between Tiffany and Company, a New York corporation, having its principal place of business at 725 Fifth Avenue, New York, NY 10022 ("Assignor"), and National Football League, an unincorporated not for profit association organized under the laws of the state of New York, having a principal place of business at 280 Park Avenue, New York, NY 10017 ("Assignee").

WHEREAS, in 1966, Assignee commissioned Assignor to design and manufacture a professional football world championship commemorative trophy, and Assignor accepted such commission; such trophy was later named the Vince Lombardi Trophy ("Vince Lombardi Trophy");

WHEREAS, at that time, Assignor and Assignee intended that Assignor own all right, title and interest in the designs of the Vince Lombardi Trophy (the "VLT Design");

WHEREAS, Assignor and Assignee entered into an Agreement for the Design and Manufacture of NFL Trophies, dated March 31, 2010 ("Design Agreement") that, in part, memorialized such commission and such intentions; and

WHEREAS, Assignor and Assignee wish to enter into this Assignment to confirm their understanding with respect to the rights to the VLT Design and to assign any and all of Assignor's rights in the VLT Design to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

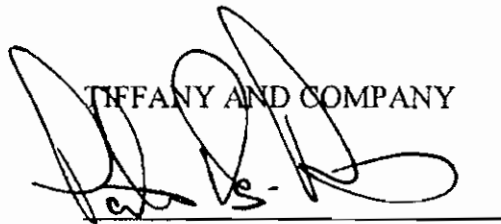
1. Grant. In consideration of the rights and obligations set forth in the Design Agreement, Assignor hereby sells, transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the VLT Design, throughout the world and under any law, treaty or international convention, in any and all formats and media, now known or hereafter developed, free and clear of liens or encumbrances of any kind, including, but not limited to, (i) all of Assignor's copyrights and any other rights; (ii) all rights of registration, applications for registration and publication; (iii) all rights to create derivative works, rights of reproduction, distribution and display and moral rights; (iv) any and all other rights incident, equivalent or corresponding to copyright ownership, for the full term thereof, together with any renewals or extensions thereof; and (v) all rights to and claims for income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, recoverable in law or equity, that Assignor has or may have, including profits and damages for past, present and future infringements of the Vince Lombardi Trophy and the VLT Design (collectively, the "Assigned Rights").
2. Further Assurances. At any time as needed, on or after the date of this Assignment, Assignor shall, and shall cause its affiliates and related parties to, with no additional consideration, execute and deliver to Assignee such additional

instruments, documents, conveyances or assurances and take such other actions as shall be necessary, or otherwise reasonably requested by Assignee, to confirm, assure and render effective the Assigned Rights, or otherwise to carry out the intent and purposes of this Assignment, including, but not limited to, Assignor's executing and delivering a document indicating the assignment set forth in Section 1 for filing with any government copyright or other intellectual property office (including the United States Copyright Office) requested by Assignee.

3. Governing Law and Venue. This Assignment shall be governed by and interpreted and enforced in accordance with the internal laws of the State of New York. The parties hereby irrevocably and unconditionally consent to the exclusive jurisdiction of the courts of the State of New York and of the United States of America located in New York County (the "New York Courts") for any litigation arising out of or relating to this Assignment (and agree not to commence any litigation relating to this Assignment except in such New York Courts) and waive any objection to venue of any such litigation in the New York Courts.
4. Waiver of Jury Trial. EACH PARTY ACKNOWLEDGES AND AGREES THAT ANY CONTROVERSY WHICH MAY ARISE UNDER THIS ASSIGNMENT IS LIKELY TO INVOLVE COMPLICATED AND DIFFICULT ISSUES, AND THEREFORE EACH PARTY IRREVOCABLY AND UNCONDITIONALLY WAIVES ANY RIGHT SUCH PARTY MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION DIRECTLY OR INDIRECTLY ARISING OUT OF OR RELATING TO THIS ASSIGNMENT. EACH PARTY ACKNOWLEDGES THAT IT UNDERSTANDS AND HAS CONSIDERED THE IMPLICATIONS OF THIS WAIVER AND MAKES THIS WAIVER VOLUNTARILY.
5. Confidentiality. The parties shall keep confidential and not disclose to any third parties the terms set forth in this Assignment, except to each party's accountants and attorneys, to a copyright or other intellectual property office (including the United States Copyright Office), or as may be required by law.
6. Miscellaneous.
 - a. The invalidity, in whole or in part, of any provision of this Assignment shall not affect the validity or enforceability of any other of its provisions which shall remain in full force and effect as if executed with the unenforceable or invalid provision, or portion thereof, eliminated.
 - b. If for any reason a court or governmental authority of competent jurisdiction finds any term, condition or covenant of this Assignment, or any portion thereof, to be illegal or unenforceable, such provision shall be enforced to the maximum extent permissible so as to implement the intent of the parties, and the remainder of this Assignment shall continue in full force and effect.

c. This Assignment may be executed in multiple counterparts (and delivered electronically), each of which shall be deemed to be an original instrument, and all such counterparts shall together constitute the same agreement.

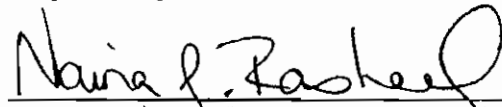
IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of the date first written above.


TIFFANY AND COMPANY

By: Patrick B. Dorsey
Title: Senior Vice President, Secretary
and General Counsel

STATE OF NEW YORK)
COUNTY OF New York) :SS:

On March 31, 2010, before me, the undersigned, personally appeared
Patrick B. Dorsey
personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


(signature and office of individual taking acknowledgment)

Naina L. Rasheed
Notary Public, State of New York
Registration No. 01RA6001489
Qualified in Nassau County
Certificate Filed in New York County
My Commission Expires January 12, 2014

NATIONAL FOOTBALL LEAGUE

Anastasia Dadas
By: ANASTASIA DADIAS
Title: Vice President, Legal Affairs

STATE OF NEW YORK)
)
) :SS:
COUNTY OF New York)



On April 8, 2010, before me, the undersigned, personally appeared
ANASTASIA DADIAS

personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Rachel Margalies
(signature and office of individual taking acknowledgment)