

Exhibit I

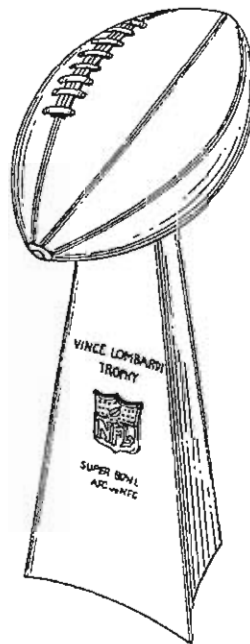
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,226,261
Registered Feb. 1, 1983

SERVICE MARK
Principal Register



National Football League (New York association)
410 Park Ave.
New York, N.Y. 10022

For: PROMOTING INTEREST, EXCELLENCE AND SPORTSMANSHIP IN PROFESSIONAL FOOTBALL THROUGH THE MEDIUM OF AN ANNUAL AWARD, in CLASS 41 (U.S. Cl. 107).

First use May 7, 1974; in commerce May 7, 1974.
Owner of U.S. Reg. Nos. 882,055, 1,092,963 and

others.

No claim is made to the exclusive right to use "Trophy" and "Bowl", apart from the mark as shown.

The lining in the drawing is for shading purposes.

"Vince Lombardi" identifies a famous football coach who is now deceased.

Sec. 2(f) as to trophy design only.

Ser. No. 356,536, filed Mar. 25, 1982.

JAMES GROSSMAN, Examining Attorney



United States Patent and Trademark Office

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Record 1 out of 1

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Word Mark VINCE LOMBARDI TROPHYONS)
Goods and Services IC 041. US 107. G & S: Promoting Interest, Excellence and Sportsmanship in Professional Football Through the Medium of an Annual Award. FIRST USE: 19740507. FIRST USE IN COMMERCE: 19740507
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 21.03.18 - Australian footballs; Elliptical shaped balls; Footballs; Rugby balls
 24.07.10 - Cups, trophy; Trophies
Serial Number 73356536
Filing Date March 25, 1982
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition November 9, 1982
Registration Number 1226261
Registration Date February 1, 1983
Owner (REGISTRANT) National Football League association NEW YORK 280 Park Ave. New York NEW YORK 10017
Attorney of Record DAVID M. PROPER
Prior Registrations 0882055;1092963;AND OTHERS
Disclaimer No claim is made to the exclusive right to use "Trophy" and "Bowl", apart from the mark as shown.
Type of Mark SERVICE MARK
Register PRINCIPAL-2(F)-IN PART
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020611.
Renewal 1ST RENEWAL 20020611

Live/Dead Indicator LIVE

Distinctiveness

Limitation Statement AS TO TROPHY DESIGN ONLY.

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