

TTAB

Ref. No. 21307-33

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application Serial No. 76/288,971  
Filed: July 23, 2001  
For Mark: BABY BOMBERS  
Published in the Official Gazette: February 11, 2003

-----X

NEW YORK YANKEES  
PARTNERSHIP and STATEN ISLAND  
MINOR LEAGUE HOLDINGS, L.L.C.,

Opposers,

v.

LEON P. HART,

Applicant.

-----X

Opposition No. 91156780

05-13-2004

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #22

Box TTAB – NO FEE  
Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3514

**OPPOSERS' NOTICE OF FILING TRIAL TESTIMONY**

PLEASE TAKE NOTICE that pursuant to Trademark Rule 2.123(b) and the attached stipulation, Opposers are filing the trial testimony of Colin Hagen, Vice President of Major League Baseball Properties, Inc., in the form of the attached declaration, along with accompanying Exhibits 1-11, as part of their trial testimony.

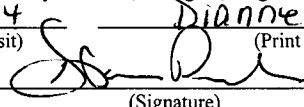
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5-13-04  
(Date of Deposit)

Dianne Pecha  
(Print name)



(Signature)

Dated: New York, New York  
May 13, 2004

COWAN, LIEBOWITZ & LATMAN, P.C.  
Attorneys for Opposers

By:   
Richard S. Mandel

1133 Avenue of the Americas  
New York, New York 10036-6799  
(212) 790-9200

TO: NATTER & NATTER  
25 West 43<sup>rd</sup> Street  
New York, New York 10036  
(212) 840-8300

Ref. No. 21307-33

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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In re Application Serial No. 76/288,971  
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Opposers, :  
v. :  
:  
LEON P. HART, :  
:  
Applicant. :  
-----X

Opposition No. 91156780

**STIPULATION REGARDING TRIAL  
TESTIMONY OF COLIN HAGEN**

The parties hereby agree, pursuant to Trademark Rule 2.123(b), that the trial testimony for Opposers of Colin Hagen of Major League Baseball Properties, Inc. may be submitted in the form of the attached declaration. The parties further agree to the admissibility of Opposers' Exhibits 1-11 attached to the declaration of Colin Hagen.

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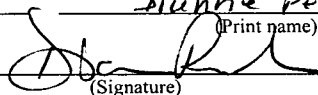
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514 on

5-13-04

(Date of Deposit)

Sianna Pecha

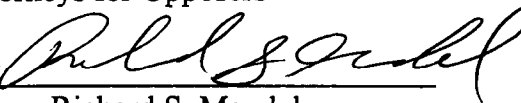
(Print name)



(Signature)

Dated: New York, New York  
May 7, 2004

COWAN, LIEBOWITZ & LATMAN, P.C.  
Attorneys for Opposers

By: 

Richard S. Mandel  
1133 Avenue of the Americas  
New York, New York 10036  
(212) 790-9200

Dated: New York, New York  
May 5, 2004

NATTER & NATTER  
Attorneys for Applicant

By: 

Seth Natter  
25 West 43<sup>rd</sup> Street  
New York, New York 10036  
(212) 840-8300

Ref. No. 21307-33

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application Serial No. 76/288,971

Filed: July 23, 2001

For Mark: BABY BOMBERS

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PARTNERSHIP and STATEN ISLAND	:	
MINOR LEAGUE HOLDINGS, L.L.C.,	:	
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Opposers,	:	
v.	:	
	:	
LEON P. HART,	:	
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Applicant.	:	
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**DECLARATION OF COLIN HAGEN**

COLIN HAGEN, pursuant to 28 U.S.C. § 1746, declares as follows:

1. I am a Vice President at Major League Baseball Properties, Inc. ("MLBP") involved in licensing for the thirty MAJOR LEAGUE BASEBALL clubs, including Opposer New York Yankees Partnership, and their respective affiliated and related entities (the "Major League Baseball Entities"). I make this declaration based upon my personal knowledge as well as a review of relevant company documents kept in the ordinary course of MLBP's business. This declaration is submitted as trial testimony on behalf of Opposers in the above-referenced proceeding, pursuant to the stipulation of the parties.

2. MLBP is a licensee of and trademark licensing agent for the Major League Baseball Entities, and is responsible for the licensing, protection and enforcement of the

trademark rights of the Major League Baseball Entities, including those of the New York Yankees Partnership.

3. Among the most popular and well known of the thirty MAJOR LEAGUE BASEBALL clubs is the NEW YORK YANKEES club ("NEW YORK YANKEES" or "YANKEES") owned by Opposer New York Yankees Partnership. The NEW YORK YANKEES club is one of the most successful sports franchises in the history of the United States, having made thirty-nine appearances in WORLD SERIES championship games and won twenty-six WORLD SERIES titles. Many of the greatest and most famous MAJOR LEAGUE BASEBALL players are known for their accomplishments while members of the NEW YORK YANKEES club, including such members of the National Baseball Hall of Fame as Babe Ruth, Lou Gehrig, Phil Rizzuto, Joe DiMaggio, Reggie Jackson, Yogi Berra and Mickey Mantle. Since 1990, approximately 30 million people have attended YANKEES games played at YANKEE STADIUM ballpark, and many millions more have attended YANKEES games played at other stadiums. In addition to its sports entertainment services, the NEW YORK YANKEES club is now and long has been widely known in the United States for its wide variety of merchandise, including, but not limited to, shirts, caps and other apparel.

4. For nearly seventy years, the NEW YORK YANKEES team has been commonly known and referred to by the press, media, fans and public by the nickname BRONX BOMBERS. According to the *New Dickson Baseball Dictionary*, an excerpt from which is attached hereto as Opposers' Exhibit 1, BRONX BOMBERS is a "nickname for the New York Yankees that first became popular in the 1930's when heavyweight boxing champion Joe Louis was known as the Brown Bomber. The term connotes a team that hits many home runs and is still in common use when referring to the Yankees." Indeed, such references to the YANKEES

club as the BRONX BOMBERS have been commonly made for as long as I can remember. In fact, I can still recall seeing an article as early as the 1970's, when I was around 9 years old, called "Return of the Bronx Bombers" and featuring a picture of Ron Bloomberg, one of the YANKEES players at the time.

5. The BRONX BOMBERS name and mark has been used by Opposer New York Yankees Partnership and/or its licensees on or in connection with the advertising, sale or promotion of a wide variety of merchandise, including, but not limited to, apparel; costume jewelry pins; lapel pins; figurines made of porcelain; decorative plates; sporting goods, namely, baseball bats; newsletters; patches; steins; video games; chess games; baseballs; bobbleheads; toy trains; and pennants. Attached hereto as Opposers' Exhibits 2-10 are photocopies of various kinds of merchandise sold by licensees of the New York Yankees Partnership bearing the mark BRONX BOMBERS, namely, shirts (Exhibits 2-3); pennants (Exhibit 4); pins (Exhibits 5-7); baseball bats (Exhibits 8-9); and toy trains (Exhibit 10).

6. In addition to the foregoing uses of the mark BRONX BOMBERS appearing on products themselves, the term has also often been used in connection with the advertising and promotion of licensed products sold on behalf of New York Yankees Partnership. Attached hereto as Opposers' Exhibit 11 is a collection of various advertising and promotional pieces by licensees of the New York Yankees Partnership and/or such licensees' authorized retailers covering a wide range of products. All of these pieces include references to the name and/or mark BRONX BOMBERS in identifying the NEW YORK YANKEES club and its licensed merchandise.

I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING IS TRUE  
AND CORRECT. EXECUTED ON MAY 7, 2004 AT NEW YORK, NEW YORK.

  
\_\_\_\_\_  
COLIN HAGEN



OPPOSERS' EXHIBIT 1

**THE NEW DICKSON**

# **BASEBALL DICTIONARY**

**PAUL DICKSON**

*A cyclopedic reference to  
more than 7,000 words, names, phrases,  
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its heritage, culture, and variations*

**HARCOURT BRACE & COMPANY  
NEW YORK SAN DIEGO LONDON**

OPP 0686

*Special acknowledgment is offered here  
to the mammoth contribution made to this work  
by Skip McAfee. His skills as a lexicographer  
and baseball scholar are formidable.*

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Permissions Department, Harcourt Brace & Company, 6277 Sea Harbor Drive, Orlando, Florida 32887-6777.

Library of Congress Cataloging-in-Publication Data  
Dickson, Paul.

The new Dickson baseball dictionary/Paul Dickson.—1st Harvest ed.  
p. cm.

Rev. ed. of: The Dickson baseball dictionary. 1991.  
Includes bibliographical references (p. ).

ISBN 0-15-100380-7—ISBN 0-15-600580-8 (pbk.)

1. Baseball—United States—Dictionaries. I. Dickson, Paul.

Dickson baseball dictionary. II. Title.

GV862.3.D53 1999

796.357'0973'02—dc21 98-40700

Text set in AGaramond with Gill Sans Bold  
Designed by Linda Lockwitz  
Printed in the United States of America

First Harvest edition 1999  
A C E F D B

OPP 0686A

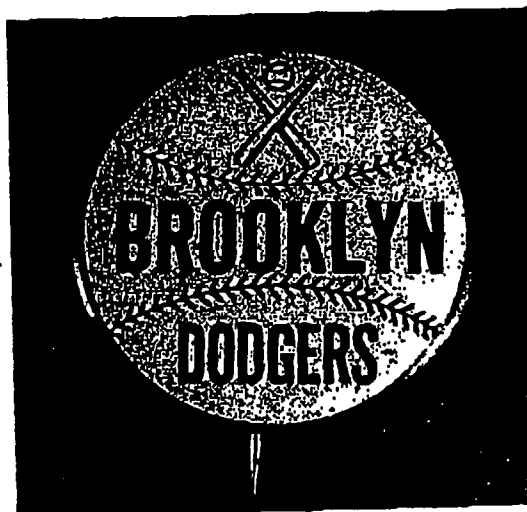
**Bronx Bombers** A nickname for the New York Yankees that first became popular in the 1930s when heavyweight boxing champion Joe Louis was known as the Brown Bomber. The term connotes a team that hits many home runs and is still in common use when referring to the Yankees. Syn. *Bombers*. Etymology/1st Use. The term was coined by *New York World-Telegram* writer Daniel M. Daniels in July 1936, after Louis's Yankee Stadium fight against Max Schmeling in June 1936. It displaced "Ruppert's Rifles" and "McCarthy-men" as nicknames for the Yankees. (Barry Popik)

**Bronx Bummers** A nickname for the New York Yankees when the team is not doing well. Mike Downey (*The Sporting News*, Sept. 12, 1988): "These guys are not the Bronx Bombers. They are the Bronx Bummers."

**Bronx bunnies** A nickname for the New York Yankees. The term was used in Roger Angell's *The Summer Game* (1972).

**Bronx cheer** A contemptuous razzing sound making by sticking the tongue between the closed lips and expelling air; a *razzberry*. Long associated with New York baseball fans who have never been shy about criticizing players in disfavor: "Bronx Cheers Hit [Joe] DiMaggio at Failure to Clout Ball" (*San Francisco News* headline, May 13, 1946; Peter Tamony). Although there is no direct evidence to support the connection, the term may have been created in reference to the Bronx-based New York Yankees. 1st Use. 1931. "The Bronx cheer has even invaded Forest Hills. During tight tennis matches there this last summer the gallery with increasing frequency undertook to line the matches." (*San Francisco News*, Dec. 31; Peter Tamony).

**Bronx Zoo** A derogatory nickname for the New York Yankees during the ownership of George Steinbrenner, taken from the name of the famous zoo of the same borough. The clear implication is that of a motley assortment of wild animals. "Not for nothing are the New York Yankees of George Steinbrenner known as the Bronx Zoo" (William Gildea, *The Washington Post*, Apr. 27, 1986). 1st Use. 1979. In that year Sparky Lyle and Peter Golenbock published an account of the Yankees' 1978 season called *The Bronx Zoo*. According to Golenbock's preface



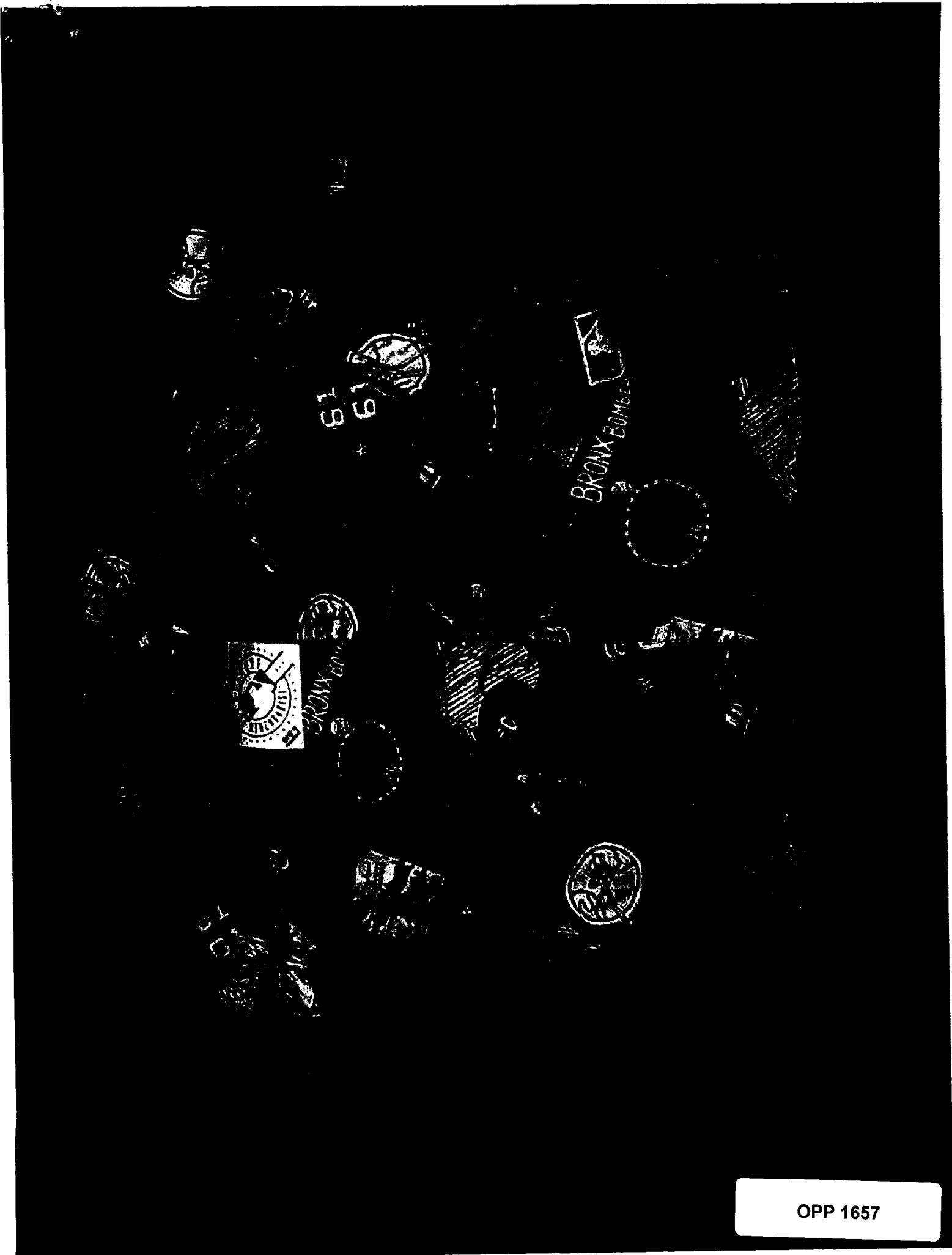
*Brooklyn Dodgers. A pin celebrating the team that belonged to Brooklyn from 1890-1957.*

the tide was the "masterstroke" of the book's editor, Larry Freundlich of Crown Books.

**Brooklyn Dodgers** The name of the National League franchise that played in Brooklyn, N.Y., from 1890 to 1957 (in Ebbets Field from 1913 through 1957). The nickname "Dodgers" was originally used by baseball writers in the late 1890s when the team was known as The Bridegrooms and it was customary to refer to the residents of Brooklyn as trolley dodgers. Trolley-dodging was a term for jaywalking in Brooklyn, where pedestrians had to avoid being hit by numerous streetcars that crisscrossed the borough. The team was known as the Superbas (from the name of a popular Broadway play) from 1899 to 1905 and as the Robins when Wilbert Robinson took over as manager (1914-31), but always seemed to revert to the name Dodgers. The name went with the team when it moved to Los Angeles in 1958.

**Brooksian** Characterized by adroit fielding, especially in play at third base, in the manner of Brooks Robinson of the Baltimore Orioles (1955-77). "[Wade] Boggs has been semi-Brooksian at third base" (Tony Kornheiser, *Washington Post*, Oct. 25, 1986). Etymology. Named for Brooks Robinson who won virtually every possible award and accolade for defensive play during his 23-year

OPPOSERS' EXHIBIT 2





# BRONX BOMBERS

OPP 1658

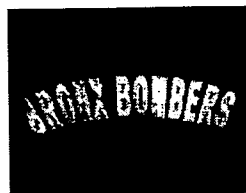
OPPOSERS' EXHIBIT 3



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When you say "the Bronx Bombers," everybody KNOWS who you're talking about! Celebrate the Yankees' dominance with this shirt from Moonlight Graham. Dark navy tee with "Bronx Bombers" in

applied cream letters on the front. Click photo for larger detail.

**\$30.00**Size: ☐ L ☐ M ☐ S

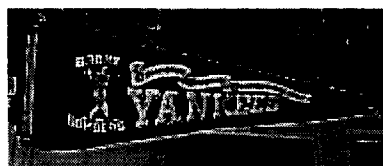
Due to the different production schedules of our manufacturers, we cannot always keep every item in stock. If an item is out of stock, we require a 50% deposit on your order. **YOUR CARD WILL NOT BE CHARGED WITHOUT YOUR APPROVAL** for out of stock items (we will notify you if the item you order is out of stock). The remaining balance will be charged when the item comes in. Exchanges or returns must be made within 30 days of shipment. All purchases of sale items are final. Washed, worn, or damaged items may not be returned. All items are shipped via FedEx. Shipping options are \$7 (for 3 Day Express Saver), \$13 (for 2 Day Air), or \$20 (Standard Overnight). FedEx will not ship to P.O. Boxes. Please note that some heavy or bulky items will have higher

**OPP 1665**

OPPOSERS' EXHIBIT 4

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## National Pastime



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This is a great soft wool felt pennant to commemorate the Bronx Bombers, the New York Yankees. This pennant was produced by Mitchell & Ness and is a reproduction pennant. This pennant measures 31" x 12" not including the tassels.

**Availability:** Usually ships the next business day.

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OPPOSERS' EXHIBIT 5



OPPOSERS' EXHIBIT 6

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**Shipping:** Classic Sports Distributors, Inc.'s shipping rates and policies

**ASIN:** B00017YOKY

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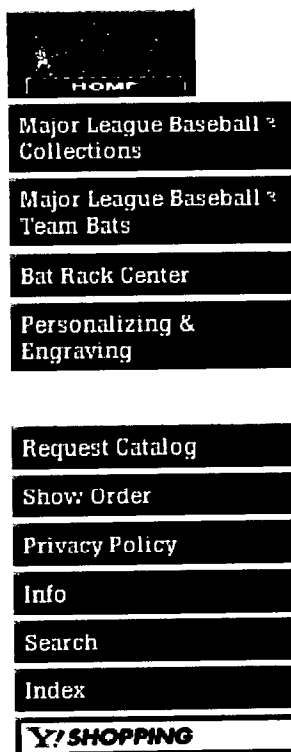
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OPPOSERS' EXHIBIT 8



## 1998 NY Yankees World Champions

### Personalize It and the Engraving is on Us!

Now through November 30th, have your name permanently laser engraved on this bat for free! Remember to double-check your spelling. The name will be engraved **exactly** as you enter it below.

*(If you do not want this item personalized, simply leave the name field blank.)*

### 1998 Yankees World Champions

WSC-198 \$65.00

First Line:

Personalizing (Up to 25 Characters Including Spaces):

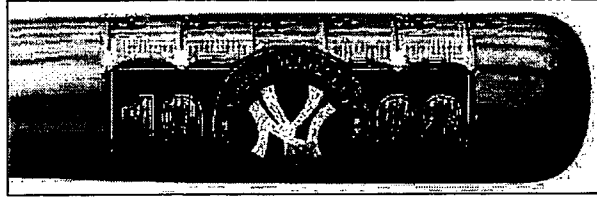
### Shipping

Once ordered, your items will ship in 3 business days or fewer. Please allow 1-2 weeks for receipt of your ordered items. For rush orders, please select Overnight Service as your shipment method at checkout (3 business day production time still applies). For shipping rates, check our Information Page.

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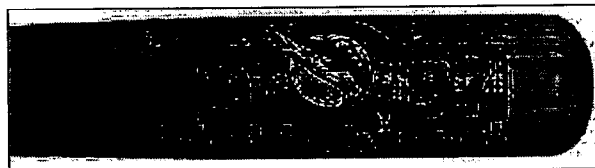
OPPOSERS' EXHIBIT 9



They did it again! The Bronx Bombers sweep the series for a definitive championship win.

**1998  
Yankees  
World  
Champs  
WSC-198  
\$65**

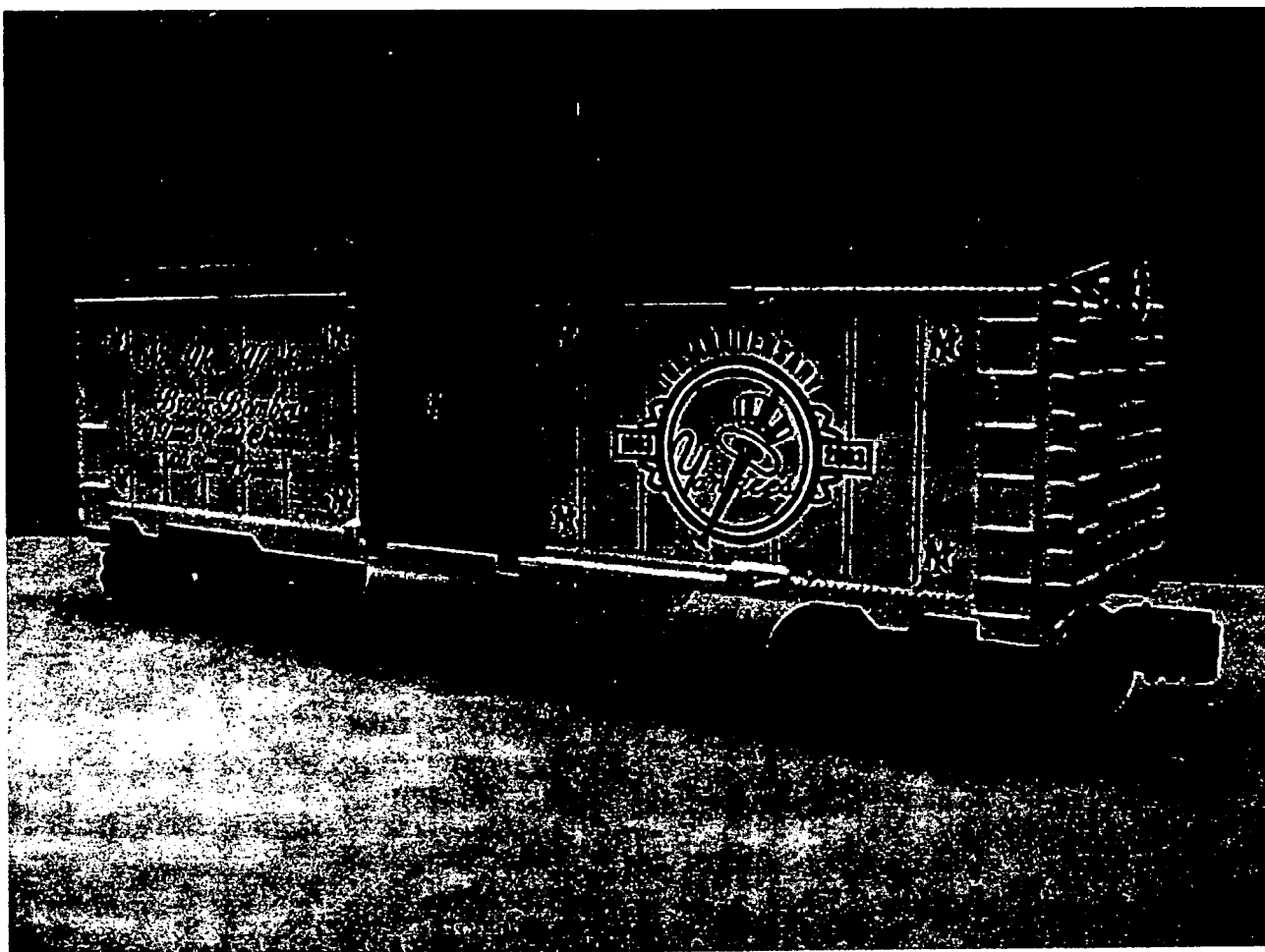
**1997  
Florida  
Marlins**



The only franchise to capture the world championship within two years of first taking the field. The graphics burst with the color and energy of a young, aggressive ballclub.

**OPP 1667**

OPPOSERS' EXHIBIT 10



OPP 1668

OPPOSERS' EXHIBIT 11



# Bronx Bombers™

CELEBRATING THE 100TH ANNIVERSARY OF THE NEW YORK YANKEES

## NEW YORK YANKEES OFFICIAL WORLD SERIES® PATCH COLLECTION (#DMC-06)

These patches are based on the official World Series® artwork. Each patch is mounted on a handsome and protective Collector Panel, detailing the accounts of the Yankees' victory. The first patch in the collection is available for only \$4.95, afterwards, two patches will be sent each month for \$15.95 per patch. A Collector's Album is included at no additional charge.

*Actual size of patches is approximately 3-4" x 3-5"*

**\$15.95 per patch** (plus \$1.85 s&h per patch)  
**2 patches are shipped each month**



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BRONX, NY  
1950s STADIUM  
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Full-color Yankees artwork is fired into the glaze of the ceramic stein. Accented with a hand-cast, genuine pewter lift and decorated throughout with authentic Yankees logos.

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## 2000 Official World Series Video



Our Price: \$5.95

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description

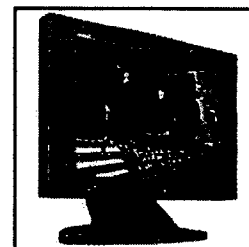
This is brand new shrink wrapped video. Coming into the first Subway Series since 1952, the New York Yankees and New York Mets will be remembered as one of the most closely matched teams in World Series history. Ultimately, four of the five games were won or lost in the ninth inning. The New York Yankees - last year's "Team of the Decade" sent notice to the league with their third straight World Series victory, that they are the team to beat in the "New Millennium". With this video, we bring you to the field and into the batter's box with highlights of this 2000 World Series, from the much anticipated rematch of Roger Clemons and Mike Piazza, to the re-emergence of Paul O'Neill, also Bernie Williams World Series hitless streak comes to an end with a much needed homerun, and Derek Jeter's MVP award winning play at the plate and in the field. You will see all of the dramatic action with exclusive footage and interviews that recapture the sights and sounds of the New York Yankees 2000 season. The Bronx Bombers become the first team to three-peat since 1974. This team will go down in history as one of the greatest rosters of players ever assembled. *Affffff* \$ 60 mins.

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Good Sports Art New York Yankees Mantle's Perfect Catch ...**\$189.99** - The Athlete's Foot - Fan MerchandiseAn inning earlier, in the bottom of the fourth, Mickey Mantle's home run off Sal Maglie had given the **Bronx Bombers** the only run they would need to defeat ...WORLD SERIES BASEBALL 2K3 (RATED E)**\$48.95** - Discount Games - Console Games... And, just like the **Bronx Bombers**, WSB 2K3 spent the offseason improving what was already THE baseball franchise by adding an all-new ESPN broadcast presentation ...

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Sega World Series 2K3 - PS2 Video Game**\$45.97** - Action Village - Console Games... And, just like the **Bronx Bombers**, WSB 2K3 spent the offseason improving what was already THE baseball franchise by adding an all-new ESPN broadcast presentation ...

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2000 Official World Series Video**\$6.95** - Infopia... of the New York Yankees 2000 season. The **Bronx Bombers** become the first team to three-peat since 1974. This team will go down in ...2002 MLB Derek Jeter Playmaker**\$10.95** - Treasure Island Sports Inc.... World Series championships. In 2001, he led the **Bronx Bombers** to their fifth World Series appearance in six years. Heres your chance ...World Series Baseball 2K3 PlayStation 2 - Free Shipping!**\$47.70** - BestPrices.com - Console Games... returns stronger than ever and poised to make a run at a Yankee-like dynasty as it heads to the PlayStation 2. And, just like the **Bronx Bombers**, WORL, World ...Yankees vs. Mets Chess Set**\$29.95** - Boardgames.comYankees vs. Mets Chess Set The Fiercest Rivalry in the City That Never Sleeps! This classic game of chess pits the **Bronx Bombers** against the Amazin' Mets. ...

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**Good Sports Art New York Yankees Mantle's Perfect Catch ...****\$189.99 - City Sports - Fan Merchandise**

An inning earlier, in the bottom of the fourth, Mickey Mantle's home run off Sal Maglie had given the **Bronx Bombers** the only run they would need to defeat ...

**Derek Jeter Limited Edition Forever Collectibles Bobble Head****\$15.95 - DCS Sports Cards**

... In 2001, he led the **Bronx Bombers** to their fifth World Series appearance in six years. Heres your chance to own a lifelike, miniaturized version of Derek by ...

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**Sega 64029 World Series Baseball 2K3 XBX****\$49.99 - Digitally Unique**

... And, just like the **Bronx Bombers**, WSB 2K3 spent the offseason improving what was already THE baseball franchise by adding an all-new ESPN broadcast presentation ...

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**Yankees vs Mets Chess Game \*\*\*NEW\*\*****\$34.95 - Stuff2Collect.com - Toys & Games**... The Fiercest Rivalry in the City That Never Sleeps! This classic game of chess pits the **Bronx Bombers** against the Amazin' Mets . ...

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**Yankee Vs Mets Chess****\$37.99 - Chris' Corner**The Fiercest Rivalry in the City That Never Sleeps! This classic game of chess pits the **Bronx Bombers** against the Amazin' Mets. ...**Yankees vs. Mets Chess Game, Brand New!****\$38.99 - Boardgames USA - Sports**... Show Off Your Chess Staategy Skills As The **Bronx Bombers** Take On The Amazin' Mets. Game Includes: 32 Custom Playing Pieces. 16 Per Team: One Manager(King). ...

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### Good Sports Art New York Yankees Mantle's Perfect Catch ...

**\$189.99** - [MVP.com](#) - Fan Merchandise

An inning earlier, in the bottom of the fourth, Mickey Mantle's home run off Sal Maglie had given the **Bronx Bombers** the only run they would need to defeat ...



### The New York Yanquis

**\$2.74** - [Planet-Discount.com](#) - Fiction & Literature

... blessing of El Supremo himself, Fidel Castro, Bremenhaven signs up a squad of hard-playing, baseball-loving Cubans - transforming the **Bronx Bombers** into the ...

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### World Series Baseball 2K3 PS2

**\$45.95** - [Royal Business Equipment Co., Inc.](#)

... returns stronger than ever and poised to make a run at a Yankee- like dynasty as it heads to the PlayStation 2. And, just like the **Bronx Bombers**, WSB 2K3 spent ...

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### Limited Edition New York Yankees Baseball Bat

**\$89.99** - [Gameballs](#)

Part of the Cooperstown Collection. This solid ash 32 ounce Rawlings baseball bat has been laser engraved with the history of both ...

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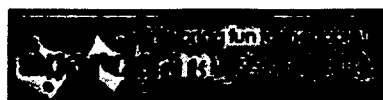
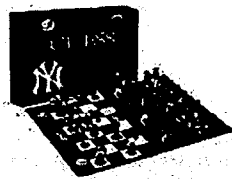
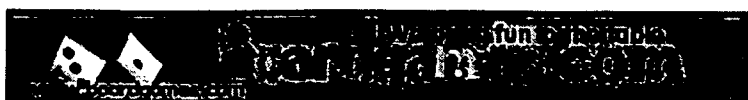
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## Yankees vs. Mets Chess Set



Yankees vs. Mets Chess Set

The Fiercest Rivalry in the City  
That Never Sleeps!

This classic game of chess pits the Bronx Bombers™ against the Amazin' Mets™. Show off your baseball strategy skills! Take baseball tactics and maneuvers one step further in the ultimate strategy game.

Authorized by Major League Baseball®, this game features 32 superbly sculpted and detailed action figure chess pieces. Who will claim victory - will it be the Yankees or the Mets? Choose your favorite team, step up to the plate and bring on the game!

Game includes: custom game board, rules, and 32 custom action figure playing pieces - 16 Mets and 16 Yankees:

King - Manager

Queen - Pitcher

Bishop - Batter

Knight - Outfielder

Rook - Catcher

Pawn - Infielder

**Availability:** Usually ships the next business day.

**USACH01 Regular price: \$39.95 Sale price: \$29.95**



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# THE NEW YORK YANKEES™ PENDANT

**A solid 10kt gold tribute to the *Bronx Bombers*™**

With 26 World Series® Championships and 39 American League™ pennants, the New York Yankees have a history of dominance in sports, the New York Yankees are one of America's most storied franchises. Now, you can celebrate this dynamic team and display your Yankees pride every day with *The New York Yankees Pendant*.

**Quality craftsmanship and design—gleaming 10kt gold.**

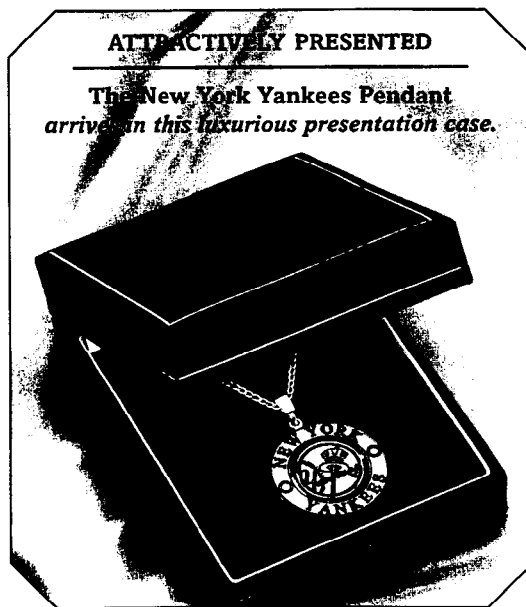
*The New York Yankees Pendant* is expertly crafted of genuine 10kt gold and features the famous Yankees logo. The New York Yankees team name boldly encircles the logo, which is suspended from a 20" 10kt gold chain. What's more, this stunning pendant will arrive in a handsome velvet-lined presentation case, perfect for gift giving or safekeeping. Whether you wear it during game day or for a night on the town, *The New York Yankees Pendant* will be admired by all who see it!

**Favorably priced;  
satisfaction guaranteed.**

Officially licensed by Major League Baseball Properties, *The New York*



*Enlarged. Actual diameter of the pendant is 3/4".*



**ATTRACTIVELY PRESENTED**

*The New York Yankees Pendant arrives in this luxurious presentation case.*

*Yankees Pendant* can be yours for \$1,000, payable in five monthly installments of just \$35 (plus \$5 total shipping and service). As your assurance of quality, the pendant comes complete with a serially numbered Certificate of Authenticity. Your satisfaction is guaranteed by the Bankery Mint. If you are not absolutely thrilled with your pendant, you may return it within 30 days for replacement or refund.

**A must for loyal  
Yankees fans—order today!**

An ideal gift for any Yankees fan, *The New York Yankees Pendant* is a fitting tribute to one of the finest teams in Major League Baseball® history. Not only will it impress friends and family, it is sure to be treasured as a unique sports collectible for generations to come. To order, send no money now. Simply return the enclosed Reservation Application today!

**OPP 1676**



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OPP 1679

## HANDSOMELY ENGRAVED AND DECORATED WITH OFFICIAL NEW YORK YANKEES LOGOS.

From the awe-inspiring dominance of 1927's "Murderer's Row," to the graceful brilliance of the 1998-2000 World Champions, there has never been a team like the New York Yankees™. With 26 World Series® Championships to their credit, the Yankees are unrivaled as the heroes of our national pastime. The list of Yankees greats – such as Ruth, Gehrig, DiMaggio, and Mantle – reads like a who's who of baseball history. The Yankees are arguably the finest professional franchise in the history of all sports. And with their consistent class both on and off the field, the New York Yankees have become an American icon.

Now, you have the exclusive opportunity to celebrate this great sports dynasty with the *New York Yankees Collector Knife*, a handsome tribute to the legendary Bronx Bombers™.

**CRAFTED FROM STAINLESS STEEL; EMBELLISHED  
WITH YANKEES COLORS AND LOGOS.**

An extraordinary collectible, the *New York Yankees Collector Knife* is precision-crafted from premium stainless steel.

The handle of this handsome knife features the famed Yankees pinstripes over which Yankees team logos are superimposed. Bands of raised relief stars set off the precision cast bolsters that feature another Yankees logo in high relief and an intricately replicated

image of Yankee Stadium™.

Whether you're out on a fishing trip, working around the house on a Saturday morning, or simply showing off your Yankees pride with a display on your desk, this unique collectible is sure to catch the eye of every Yankees fan.

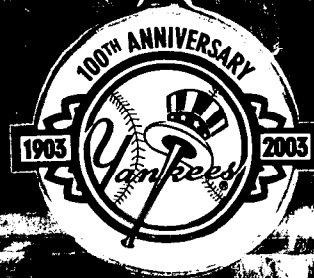
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THE  
*Yankees*<sup>™</sup>  
100<sup>TH</sup>  
ANNIVERSARY  
BEAR  
by *Steiff*

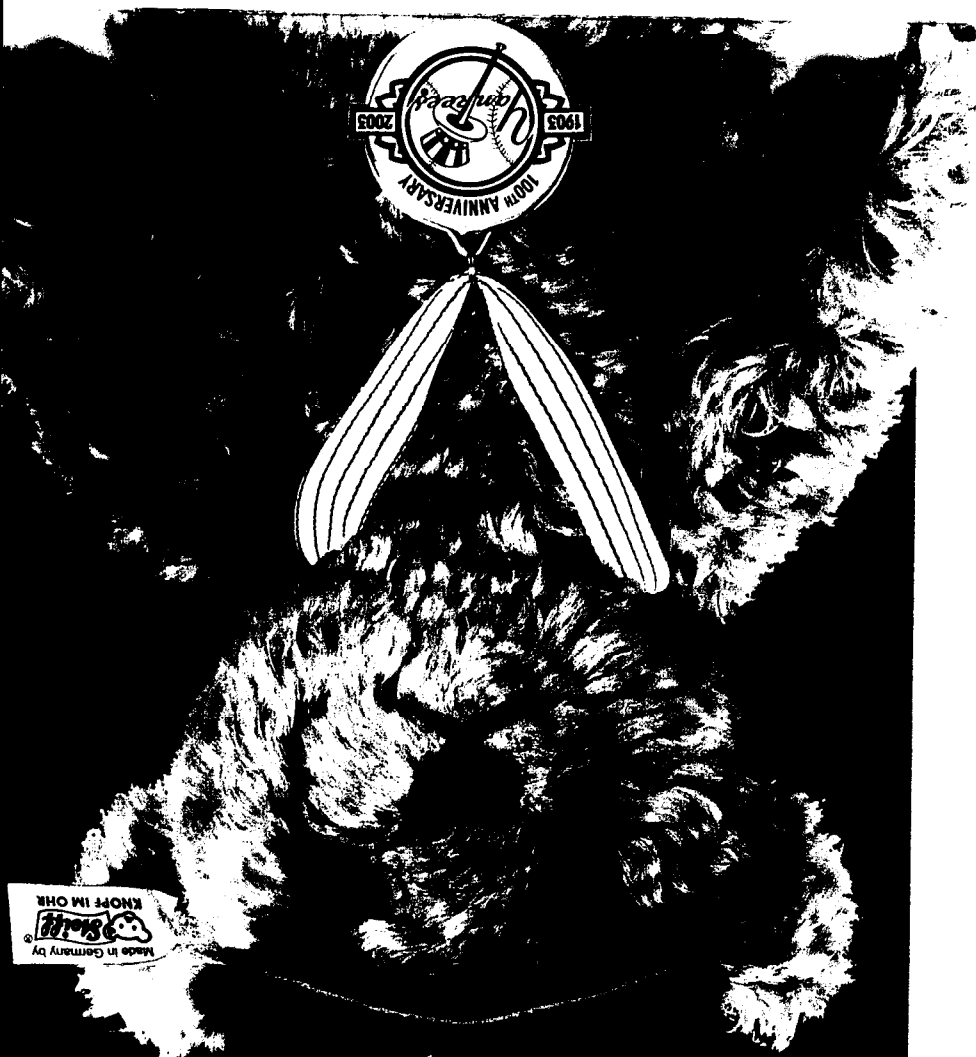
Made in Germany by  
*Steiff*<sup>®</sup>  
KNOPF IM OHR



Shown actual seated  
height of  
approximately 10 1/2"

Now, to commemorate the Yankees 100<sup>TH</sup> ANNIVERSARY, the Danbury Mint has teamed with Steiff of Germany, world renowned for its high-quality plush collectibles, to produce a superbly handcrafted teddy bear made of genuine mohair. Presenting...*The Yankees 100<sup>TH</sup> ANNIVERSARY Bear*, a specially designed tribute to the New York Yankees.

This charming little bear has all the trademark features of a classic Steiff creation. Each teddy bear is individually handmade by skilled craftsmen to the exacting



**Stamps**

THE  
YANKEES  
100TH  
ANNIVERSARY  
BEAR

**H Danbury Mint exclusive!**

standards established by Steiff more than 100 years ago of luxurious mohair—the silky-soft coat of the Angora goat—into the highest quality collectibles. His endearing features are meticulously created by skilled Steiff craftsmen using only the finest materials.

A devoted Yankees fan, this adorable, fully jointed bear is proudly displaying the official Yankees 100<sup>TH</sup> ANNIVERSARY logo. A red ribbon hangs from a lion head, featuring the famous Yankee Stadium lion. Atop his fuzzy head sits an authentic-style Yankees baseball cap. The interlocking “NY” logo is embroidered on one of his paws, pointing to where his loyalty lies!

This special edition *Yankees 100<sup>TH</sup> ANNIVERSARY* Bear can be yours in five monthly installments of just \$51 (plus \$7.50

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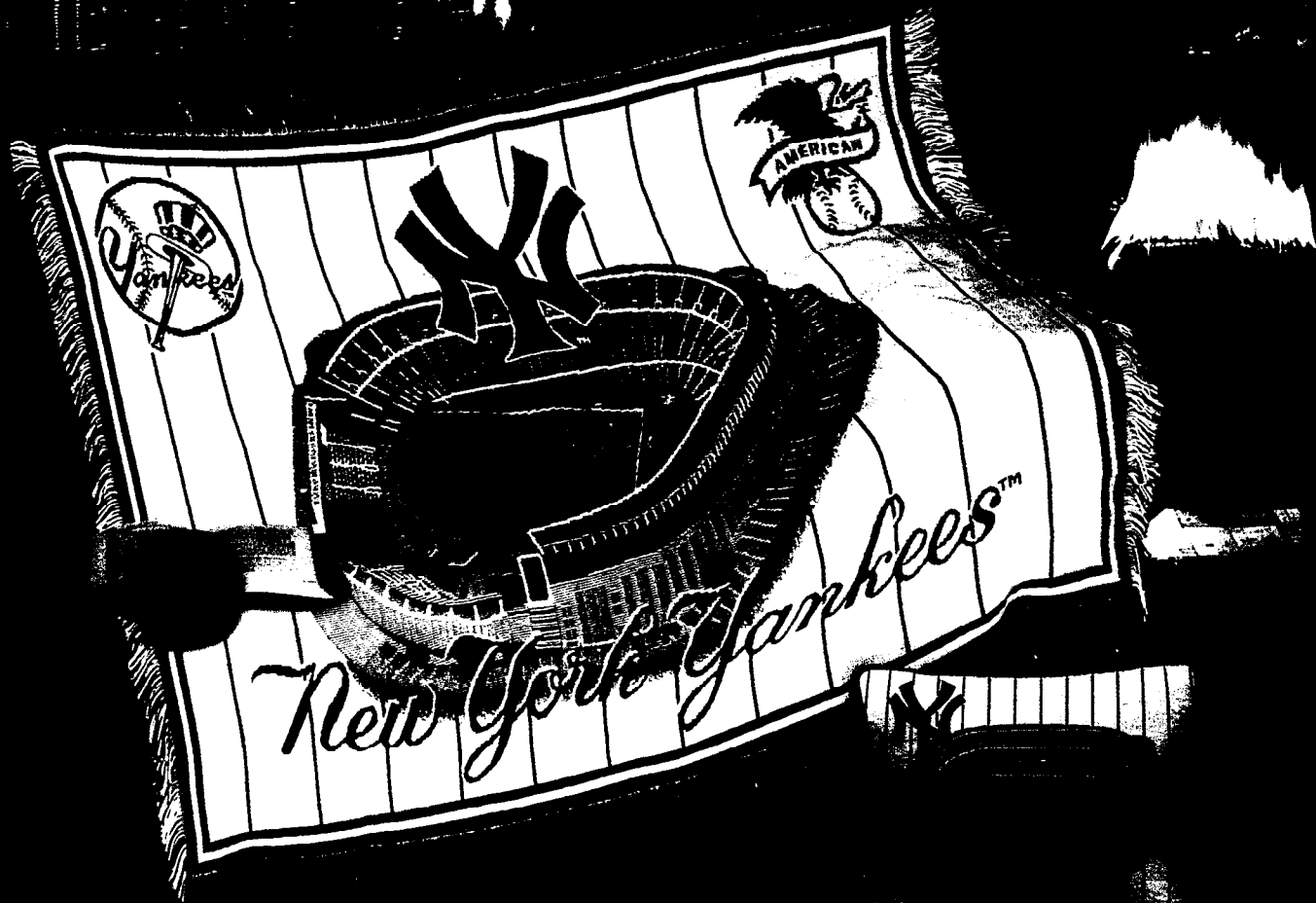
the tanks 100<sup>th</sup> ANNIVERSARY Bear is a "must" for collectors, or anyone who appreciates premium-quality, send no money now. Simply return your Reserv-

**— hurry mint exclusive —**  
**order today!**

ality, each bear wears the famous Steiff "Button in serially numbered Certificate of Authenticity. If you are not thoroughly

*e "dye'd in the wool" Yankees fan,  
EFSARY Bear will enchant all who see him on display*





Displayed in your home, this colorful stadium throw and pillow set will let everyone know that the Yankees are your favorite team.

## New York Yankees<sup>TM</sup> Stadium Throw and Pillow Set

Expertly woven to capture incredible detail.

It is late in the season and the "Bronx Bombers"™ are fighting for victory as the chilly fall winds swirl around the diamond...but you are as cozy as can be, surrounded by Yankees spirit! Introducing...the *New York Yankees Stadium Throw and Pillow Set*, a luxurious tapestry woven tribute to the legendary New York Yankees.

### A brilliant show of team spirit.

Officially licensed by Major League Baseball Properties, this stunning throw and pillow set superbly depicts all of the memorable features you recognize from Yankees games.

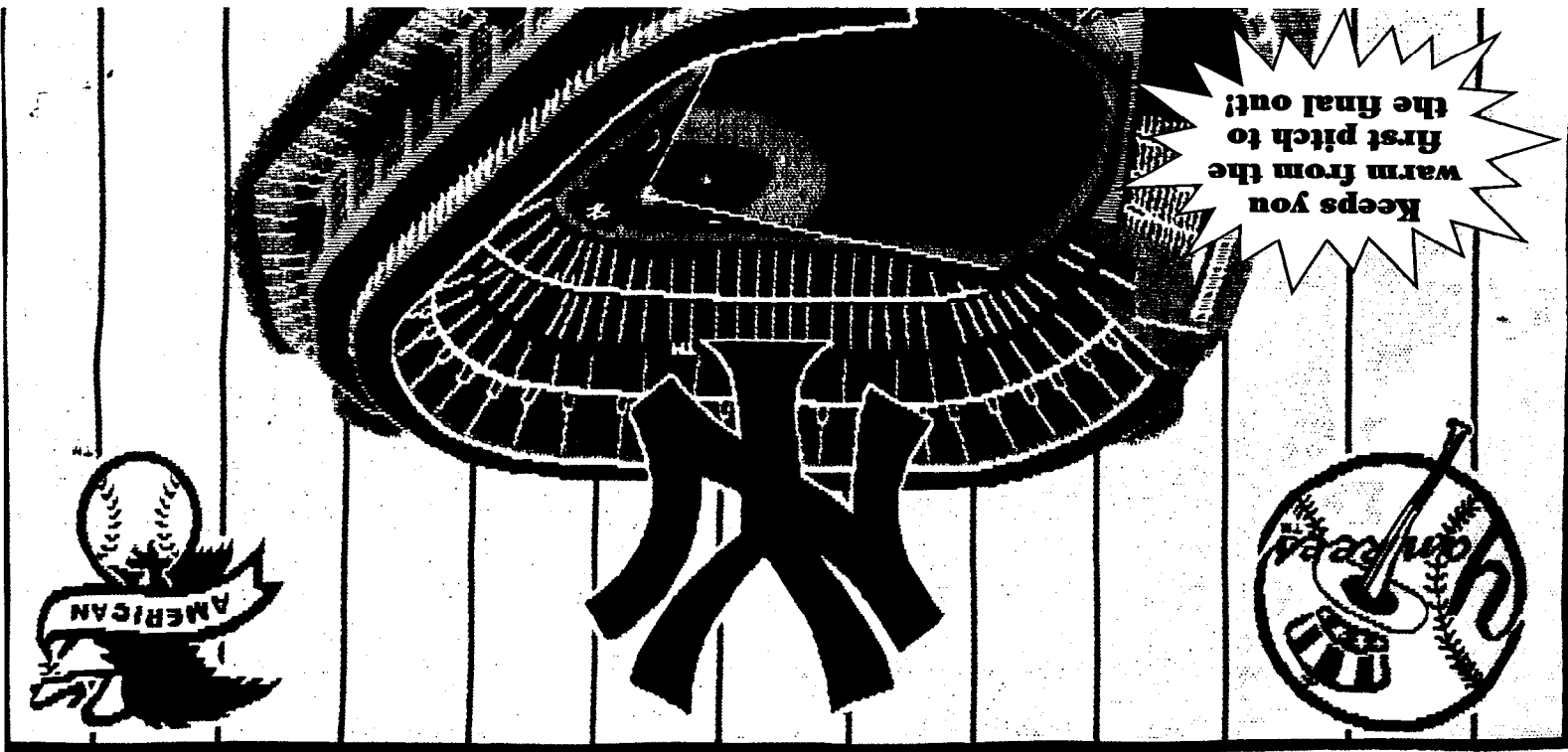


Woven in team colors, the *New York Yankees Stadium Throw and Pillow Set* boasts an eye-catching array of Club and League logos.

Central to the design is a superb depiction of Yankee Stadium™, the beloved home of the New York Yankees and sight of some of the greatest Major League Baseball® moments. Including everything from a detailed depiction of the infield to the soaring stands and the bullpen area in left-center field, the detail is amazing!

Yankees and American League logos emblazoned across both the pillow and the throw round out the symbols of team spirit.

(continued on back, but first look inside)



# NEW YORK Yankees™

(continued from inside)

## Expertly crafted.

To capture this extraordinary level of detail, the *New York Yankees Stadium Throw and Pillow Set* is made in the U.S.A. using the time-honored tapestry technique. The intricacy of the tapestry process allows our artists to reproduce the details and rich colors of the artwork with a precision that outweighs other weaving methods. From the green playing field and blue spectator seats, to the blue and red Yankees logos and even the American flag in center field, every vibrant color has been captured in this one-of-a-kind throw and pillow set.

## Convenient to acquire.

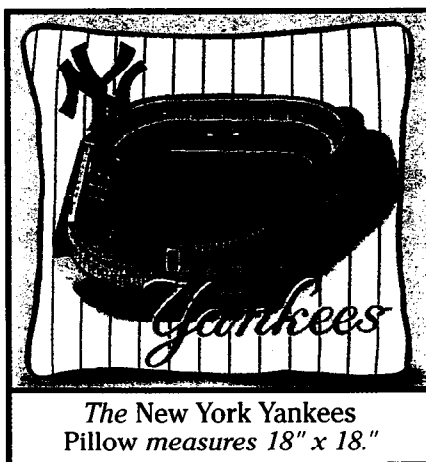
Available exclusively from the

Danbury Mint, the *New York Yankees Stadium Throw and Pillow Set* can be yours for just \$79, payable in two convenient monthly installments of \$39.50 (plus a \$9 total shipping and service charge). Your satisfaction is completely

guaranteed. If not delighted, simply return it within 30 days for replacement or refund.

## Order today!

Wherever you cheer on the Yankees — from the comfort of your den or out in the stands — the *New York Yankees Stadium Throw and Pillow Set* is the perfect way to show your pride. Makes a wonderful gift for any Yankees fan. Don't miss out. Return your Reservation Application today!



*The Danbury Mint*

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NYW2:bro



*The image of the All-Star and MVP etched  
with genuine 24kt gold!*

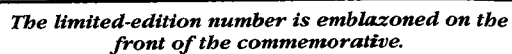
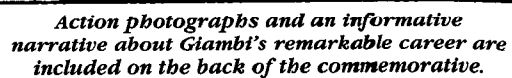
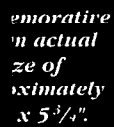
# JASON GIAMBI

## Limited-Edition Commemorative

*This dramatic image  
of Jason Giambi is  
reproduced with  
the astounding  
clarity of photo-  
imaging.*

*Your commemorative  
comes in its own  
handsome leatherette  
display case.*

*Comm  
sho  
app  
3 1/2*



memorative  
in actual  
size of  
approximately  
x 5 3/4".

As he stepped to the podium at Yankee Stadium™ and donned pinstripes for the first time, an emotional Jason Giambi explained what it meant to be joining the most successful team in Major League Baseball® history. "This is a dream come true," he said. Yankees fans feel the same. They are thrilled about the newest Bronx Bombers™ player, who is expected to do some serious slugging with his awesome left-handed power stroke. One of the American League's™ most dominant offensive players, Giambi was the 2000 MVP. In 2001, he nearly repeated the feat by batting .342 and piling up 38 home runs and 120 RBI. All that made him the Yankees prime free-agent target this past off season. And Giambi's signing makes the Yankees, once more, favorites to regain their World Series crown.

Now, you have the rare opportunity to own an extraordinary tribute to one of the brightest stars in Major League Baseball. Presenting... the *Jason Giambi Limited-Edition Commemorative*, featuring Giambi's image etched in genuine 24kt gold!

#### Exquisitely embossed on a gleaming surface of genuine 24kt gold!

Each 24kt gold commemorative is created using the highly exacting and exclusive "photo-imaging" technique, in which 24kt gold is meticulously embossed onto a metal sheet in such sharp detail that the finished image resembles a photograph in its clarity and contrast. The front of the commemorative features an image of Giambi in action in Yankees pinstripes along with a reproduction of his signature. The back features color photos and exciting copy about the Yankees new star first baseman.

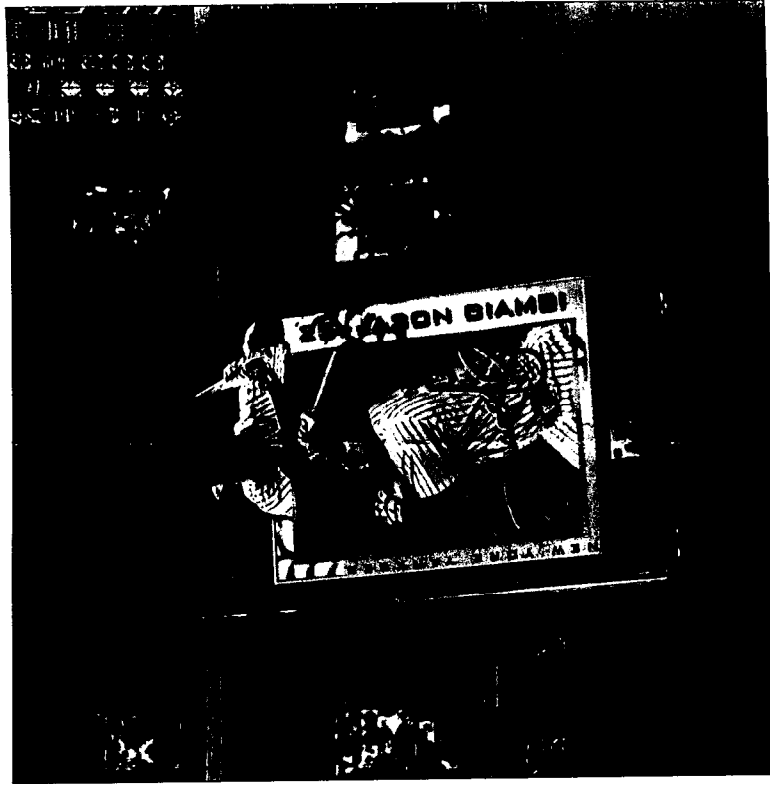
#### Limited edition. Officially licensed.

The *Jason Giambi Limited-Edition Commemorative* will be produced in a strictly limited-edition, individually numbered production run of 10,000 and is only one of the many limited-edition commemoratives featuring Major League Baseball superstars available exclusively from the Danbury Mint. This remarkable, heirloom-quality commemorative is officially licensed by Major League Baseball Properties and the Major League Baseball Players Association.

#### Collector's Display Case preserves your mint-condition collectible forever.

To keep it in mint condition, your collectible will come protected within a crystal-clear acrylic casing.

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*Your Jason Giambi Limited-Edition Commemorative will be admired by all who see it on proud display in your home or office.*

(continued from flap)

You will also receive, at no additional charge, a leatherette display case and a Certificate of Authenticity.

#### Excellent value; satisfaction guaranteed.

Your *Jason Giambi Limited-Edition Commemorative* is available for \$108, payable in three monthly installments of \$36 (plus a total of \$9 shipping and handling). Even better, your satisfaction is completely guaranteed. If you're not thrilled with your *Jason Giambi Limited-Edition Commemorative*, simply return it within 30 days for replacement or refund.

#### Order today!

Jason Giambi is one of the brightest Major League Baseball stars and his arrival in New York has triggered an excitement among Yankees fans far and wide. The *Jason Giambi Limited-Edition Commemorative* is a unique collectible to treasure now and hand down with pride to future generations. It also makes a great gift for any Major League Baseball or Yankees fan. Demand for this extraordinary tribute is sure to be very strong, so don't delay. Each order will be fulfilled on a first-come, first-served basis. Send in your Reservation Application today!

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A limited  
Yankees

JASON  
GIAMBI

Little League



Yankees®



# *The Littlest Bronx Bomber*

Officially licensed  
Major League Baseball



*"Joey" is a fan from head to toe!  
Even his sneakers boast tiny,  
perfect Yankees logos.*



OPP 1686



*"Joey" will captivate all who see him on display in your home.*

*(continued from inside)*

**A remarkable value; satisfaction guaranteed.**

*The Littlest Bronx Bomber* is officially licensed by Major League Baseball and available exclusively from the Danbury Mint. You can own this exceptional collector doll for just \$98, payable in four installments of \$24.50 (plus a total of \$8 for shipping and handling). The pennant and teddy bear are included at no additional cost. A serially-numbered Certificate of Authenticity will also be included with your doll.

Your satisfaction is guaranteed. If not delighted, return your doll within 30 days for replacement or refund. *The Littlest Bronx Bomber* is sure to thrill any Yankees fan. To order, send no money now. Simply return your Reservation Application today!

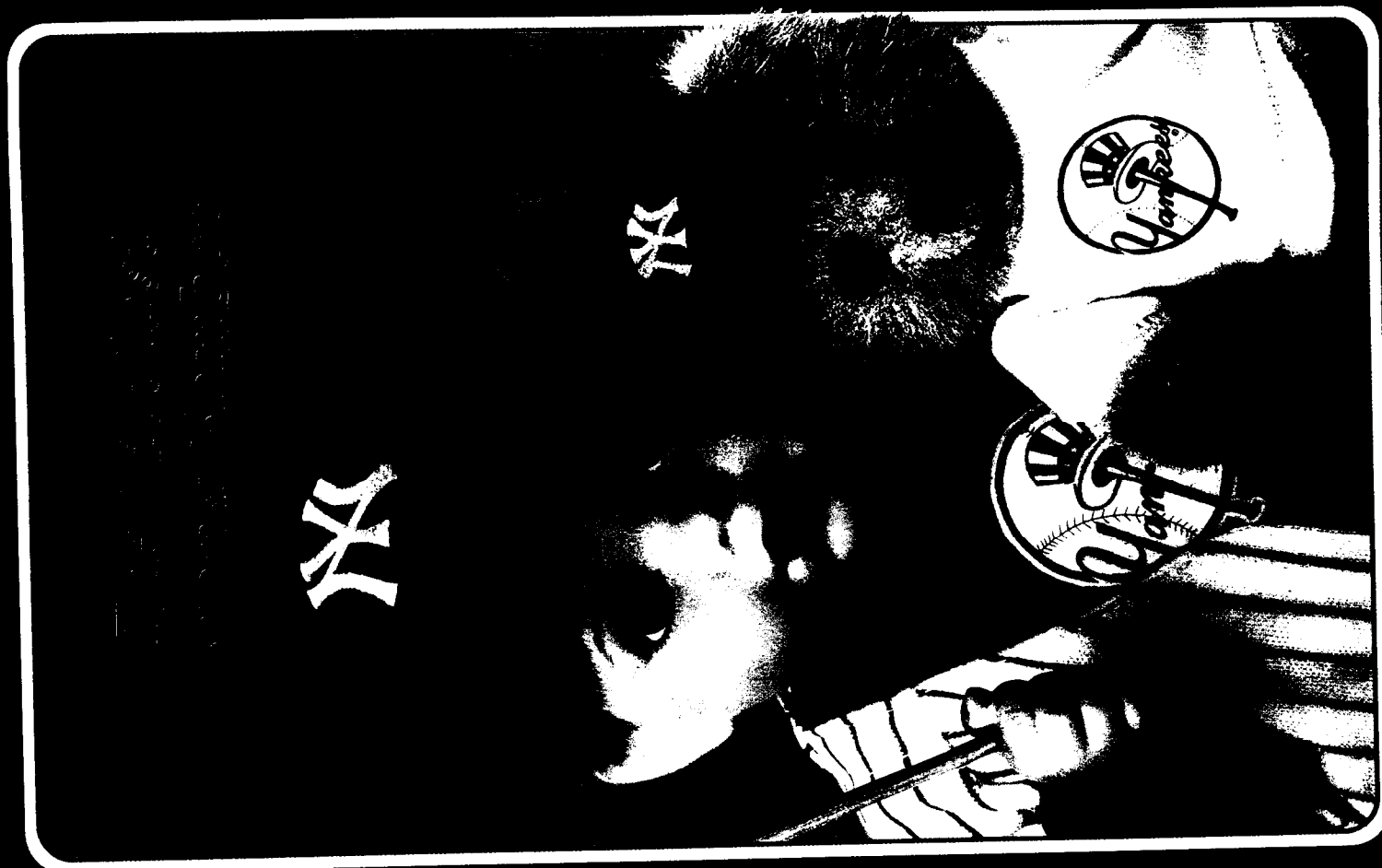
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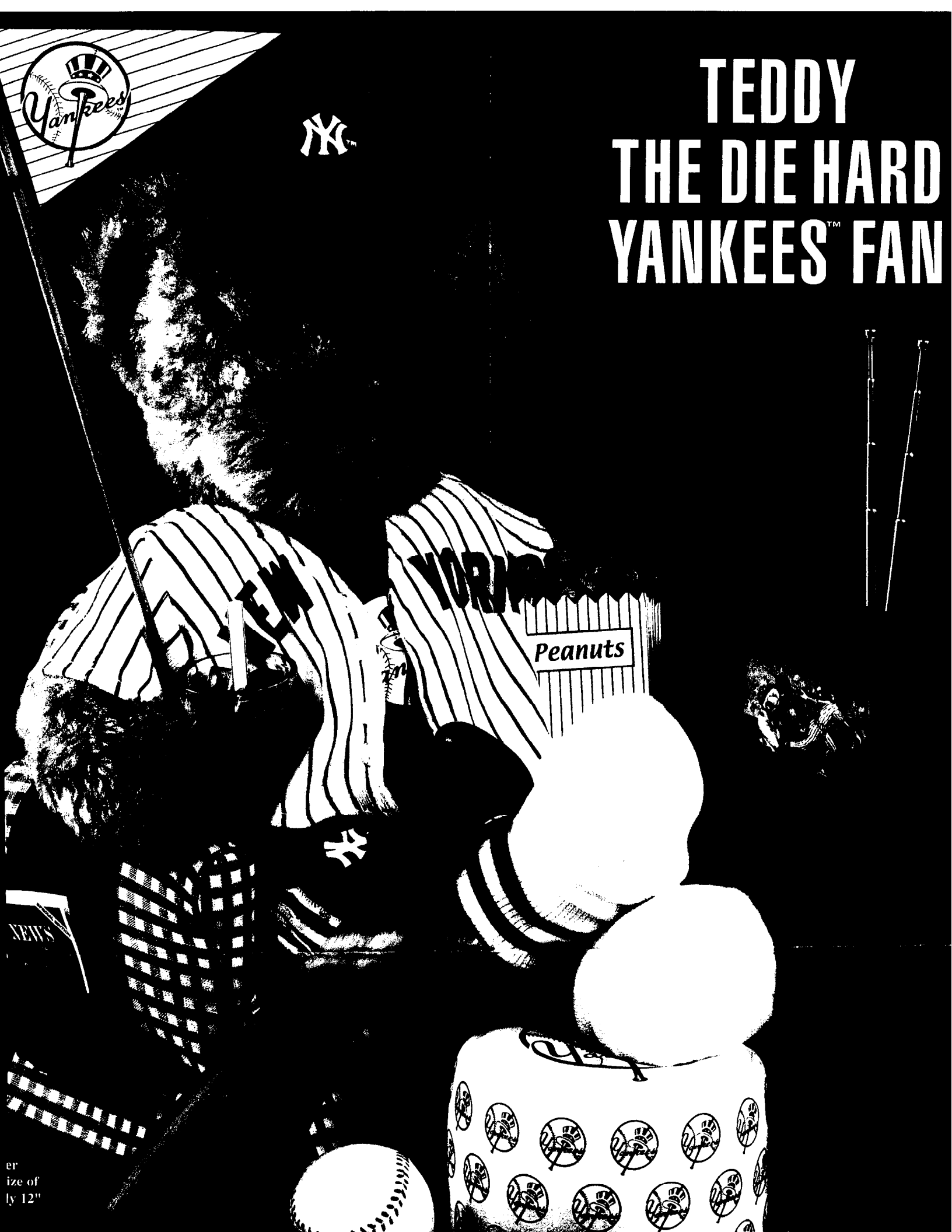
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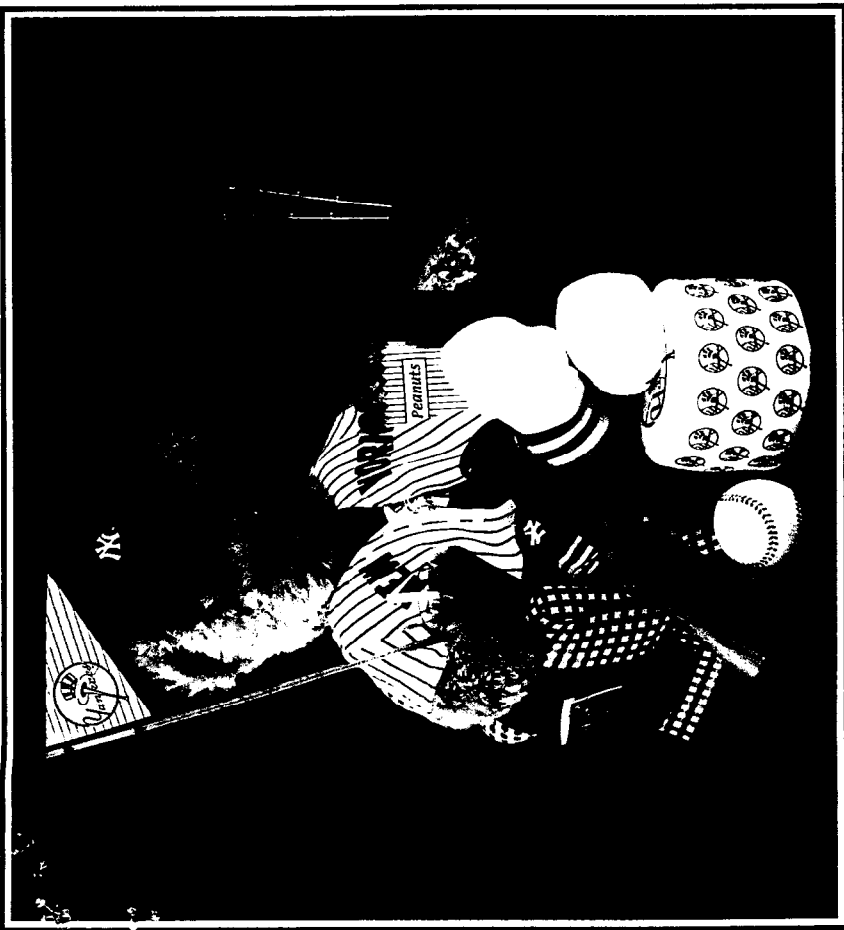




# TEDDY THE DIE HARD YANKEES™ FAN

He can't "bear" to miss a single Yankees™ game!

# TEDDY THE DIE HARD YANKEES™ FAN



Teddy, The Die Hard Yankees Fan is sure to delight all who see him displayed in your home.

(continued from inside)

## Remarkably affordable — satisfaction guaranteed.

*Teddy, The Die Hard Yankees Fan* is officially licensed by the New York Yankees and Major League Baseball Properties and is perfect for any Yankees or teddy bear fan. He can be yours for just \$114, payable in three convenient monthly installments of only \$38 (plus a total of \$12 shipping and handling). Your satisfaction is guaranteed. If not absolutely delighted, return your bear within 30 days for replacement or refund. So don't delay...be sure to return your Reservation Application today!



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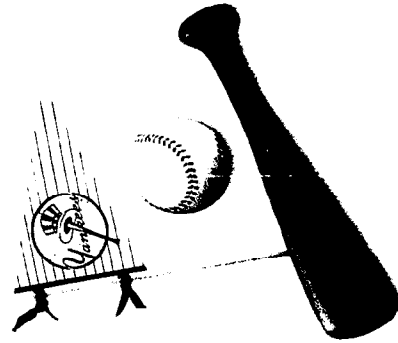
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## An adorable plush teddy bear all set for an afternoon of Yankees™ baseball!

**R**ooting for the New York Yankees is enough to make a baseball fan work up a "bear" of an appetite....just ask this charming ballpark bear! For every game, you'll find him glued to his TV set, munching on peanuts and drinking soda while he cheers his favorite team to victory. He's all decked out in "Bronx Bombers™" colors and waving his Yankees pennant. From the looks of things, he won't be doing anything more strenuous for the next couple of hours than taking a trip to the fridge to replenish his snacks. Presenting...*Teddy, The Die Hard Yankees Fan*, an endearing collector teddy bear available exclusively from the Danbury Mint.



A variety of custom-designed accessories included at no extra charge.

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### Brimming with team spirit!

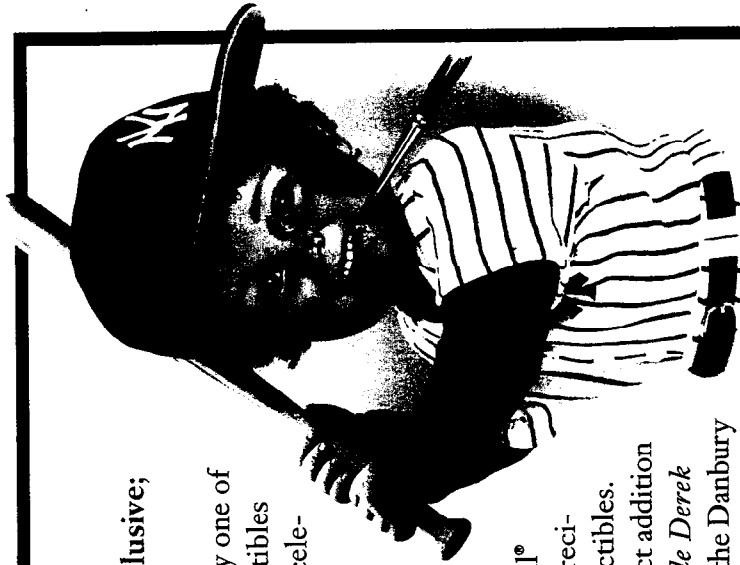
Superbly handcrafted, *Teddy's* head, arms and legs are jointed, allowing for a variety of poses. He proudly wears a hand-tailored outfit inspired by the actual Yankees uniform. His cap and shorts feature the interlocking Yankees "NY" and his pin-striped jersey is emblazoned with the "NEW YORK" logo. This furry little fellow's "den" is filled with Yankees regalia... a miniature bat is at his side and a baseball rests beside his Yankees ottoman. A pennant adorned with the Yankees top hat logo adds the perfect finishing touch. All accessories are included at no additional charge.

(continued on back, but first look inside)

*(continued from inside)*

**A Danbury Mint exclusive; order today!**

*Little Derek* is undoubtedly one of the most captivating collectibles ever created depicting the celebrated Yankees shortstop. An heirloom-quality doll you will treasure for generations, *Little Derek* would make a spectacular gift for any Major League Baseball® fan or for anyone who appreciates premium quality collectibles. And, it would make a perfect addition to any doll collection. *Little Derek* is available *exclusively* from the Danbury Mint. To reserve your doll, send no money now. Simply return your Reservation Application today!



*Little Derek's lifelike facial features are carefully painted by hand.*

#### ABOUT DEREK JETER...

*By the tender age of six, Derek Jeter's grandmother had introduced him to baseball, and he soon became a die-hard Yankees fan. His incredible talent and love of the game propelled him to be named High School Player of the Year by the American Baseball Coaches Association in 1992. Three years later he was drafted by the New York Yankees in the first round of the free agent draft and the rest—as they say—is history. Now, you can acquire a lifelike replica of this beloved Major League Baseball® All-Star with Little Derek, available exclusively from the Danbury Mint.*

*the Danbury Mint*

47 Richards Avenue • Norwalk, CT 06857



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© MLB

DTD/bvo



**DREAMS DO COME TRUE  
FOR YOUNG YANKEES™ FANS...**

# *Little Derek*

## A HEARTWARMING PORCELAIN COLLECTOR DOLL PORTRAYING THE ALL-STAR YANKEES SHORTSTOP AS A YOUNG BOY.



Like thousands of young players across the country, Derek Jeter dreamed of growing up to play Major League Baseball® for the New York Yankees. Through his hard work, sheer determination and awe-inspiring talent, he made his Major League Baseball® dream come true when he debuted as a player for the "Bronx Bombers™" in 1995. Derek went on to become the 1996 American League Rookie of the Year, and has amassed countless honors and awards since. In 2003, he was named only the 11th team captain in New York Yankees history and is clearly one of America's most admired sports personalities.

But what was Derek like as a small boy? Presenting...*Little Derek*, an astonishingly lifelike, porcelain portrait doll of the famous Yankees All-Star as a budding baseball player.

### Brought to life with remarkable realism.

There's no doubt in *Little Derek's* expressive hazel eyes that some day he'll become a Major League™ player on his favorite team. Acclaimed doll artist Elke Hutchens has sculpted *Little Derek* with incredible realism, from his legendary batting stance to his trademark, winning grin. To enhance every detail of the masterful sculpting, the doll's head, lower arms and legs are crafted of fine porcelain. Skilled artisans then meticulously hand paint every adorable facial feature right down to his rosy-colored cheeks.

### Dressed head-to-toe in realistic team regalia.

*Little Derek* wears an authentic re-creation of Derek Jeter's Yankees pinstripes, complete with a Yankees baseball cap and a wooden baseball bat. The doll is posed in Jeter's famous batting

(continued inside)



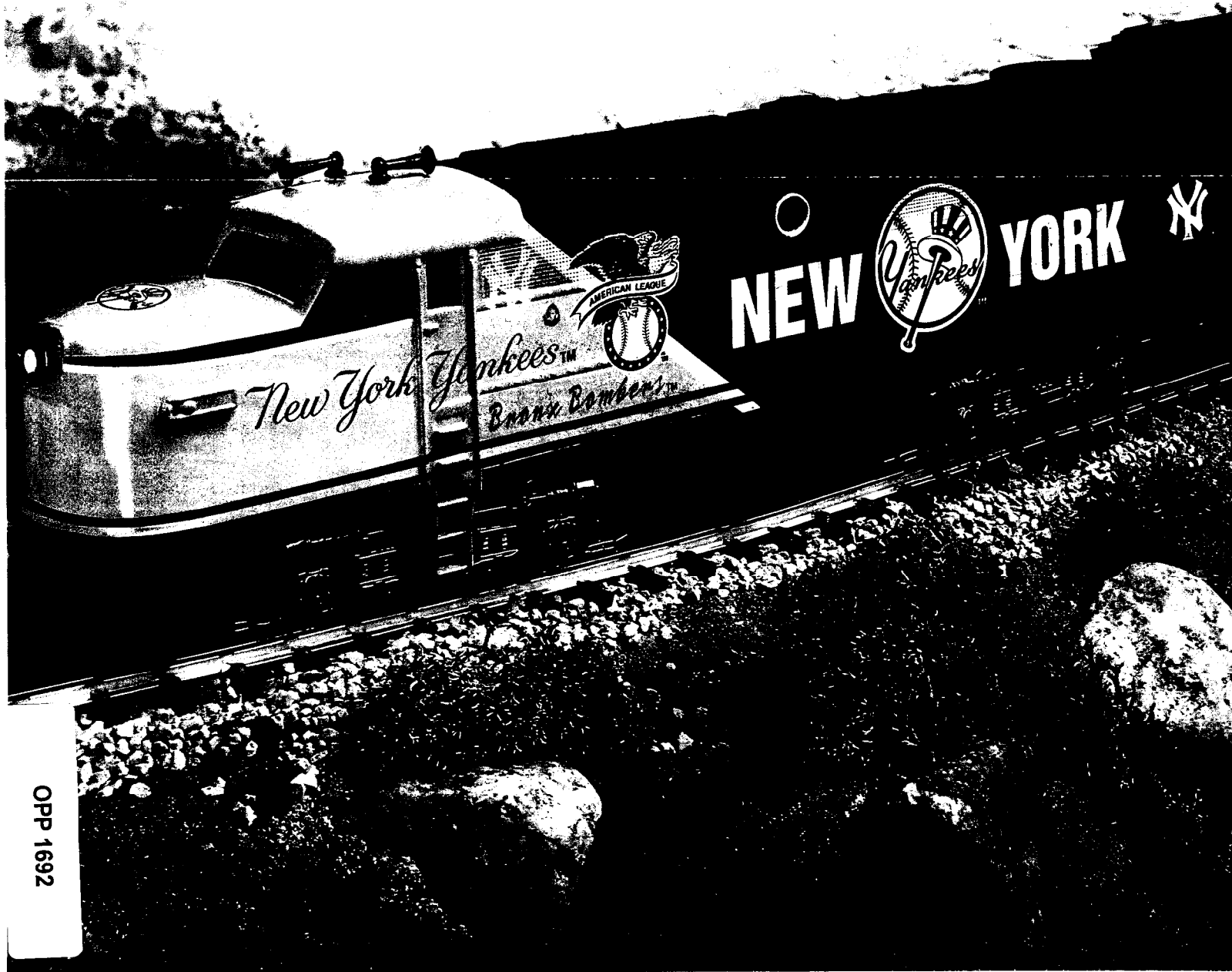
OPP 1691

Derek

# The NEW YORK YAN



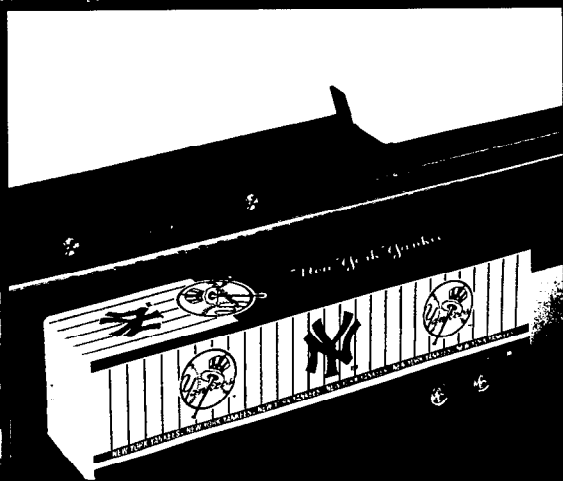
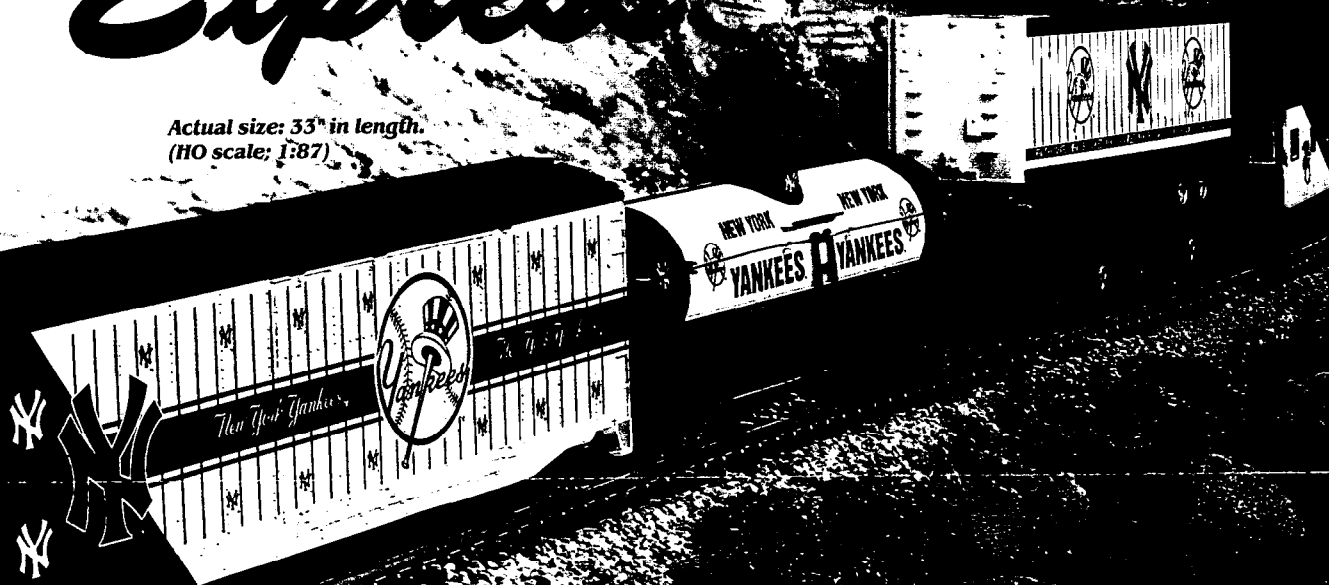
*Celebrate the 100th Anniversary  
of the New York Yankees!*





# YANKEES<sup>TM</sup> Express

Actual size: 33" in length.  
(HO scale; 1:87)



A precision-crafted, HO-scale train set celebrating the beloved New York Yankees!



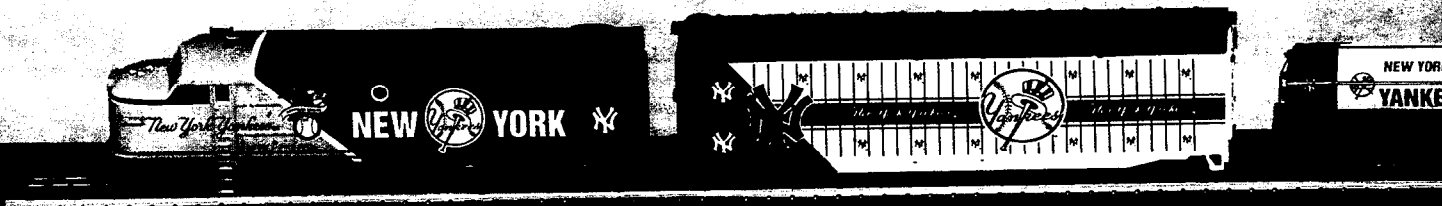
*Express*

**NEW YORK YANKEES**

*The*

Fully motorized working train!

*Next Stop, Yankee Stadium!*



As the New York Yankees celebrate their 100th Anniversary, the "Bronx Bombers™" are without a doubt the greatest team in the history of Major League Baseball®. Backed by devoted fans and consistently performing brilliantly on the field, the Yankees are synonymous with excellence. With twenty-six World Series® championships to date, team rosters that have included many of the most legendary players in Major League Baseball history and current players destined for the Hall of Fame™, the Yankees endure as a symbol

of all that is right in professional sports.

Now, you can acquire *The New York Yankees Express*, a precision-crafted and fully motorized working train set that honors this legendary team from New York.

**A motorized working HO-scale train decked out in glorious Yankees colors!**

There's no better way to pay tribute to the Yankees 100th Anniversary than with the striking




# THURMAN MUNSON

An amazingly  
lifelike official  
portrait  
sculpture.

THURMAN MUNSON

# A figurine of extraordinary realism... meticulously sculpted and skillfully hand painted.

 The first Yankees™ captain since Lou Gehrig, the American League™ MVP in 1976 and a three-time Gold Glove Award winner, Thurman Munson was one of the best catchers ever to play for the Bronx Bombers™. Yet, there has never been a serious effort to engage top-flight sculptors to capture his image in a true-to-life figurine...until now! Signaling an exciting advance in sports collectibles, the Danbury Mint presents *Thurman Munson* — one of the first in a series of amazingly lifelike sculptures honoring the greatest stars of Major League Baseball®.

## True-to-life realism.

The unprecedented quality of the sculpting distinguishes this remarkably authentic figurine honoring the legendary seven-time All-Star catcher. Anyone who ever saw Munson in action will instantly recognize his defensive stance as he guards home plate.

## Remarkable authenticity.

The remarkable authenticity of *Thurman Munson* begins with careful research from photos of Munson to precisely capture him in action. The figurine is then meticulously sculpted and hand painted by skilled artisans.

## Officially licensed; attractively priced.

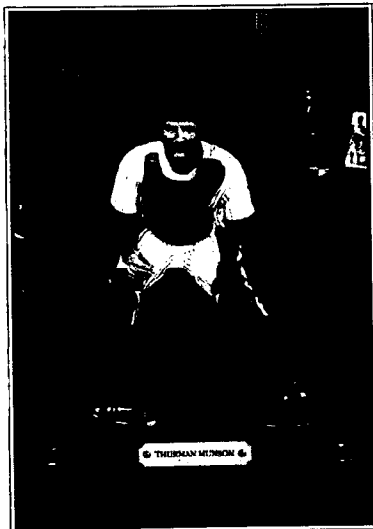
Licensed by the Thurman Munson Estate and Major League Baseball Properties, this landmark portrait sculpture is available exclusively from the Danbury Mint. And, as its proud owner, you'll have the opportunity — without the obligation — to acquire future figurines in this collection at their original issue price. You can acquire *Thurman Munson* for just \$65, payable in two monthly installments of \$32.50 each (plus a \$7.50 total shipping and service charge). Your satisfaction is guaranteed. Order yours today.

*No matter where  
you choose to display  
this sculpture, it will  
inspire admiring  
comments from all.*

*the Danbury Mint*



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with permission of Major League Baseball Properties, Inc.  
MLB.com  
™/©2003 Estate of Thurman Munson licensed by CMG  
Worldwide. www.CMGWorldwide.com



*The incredible, true-to-life sculpting will thrill even the most demanding collector.*



*Designed to be  
viewed from  
any angle.*



*As your assurance  
of authenticity,  
the hardwood base  
is accented with  
a gold medallion and  
a reproduction of  
Thurman Munson's  
signature.*

Send  
no money  
now.

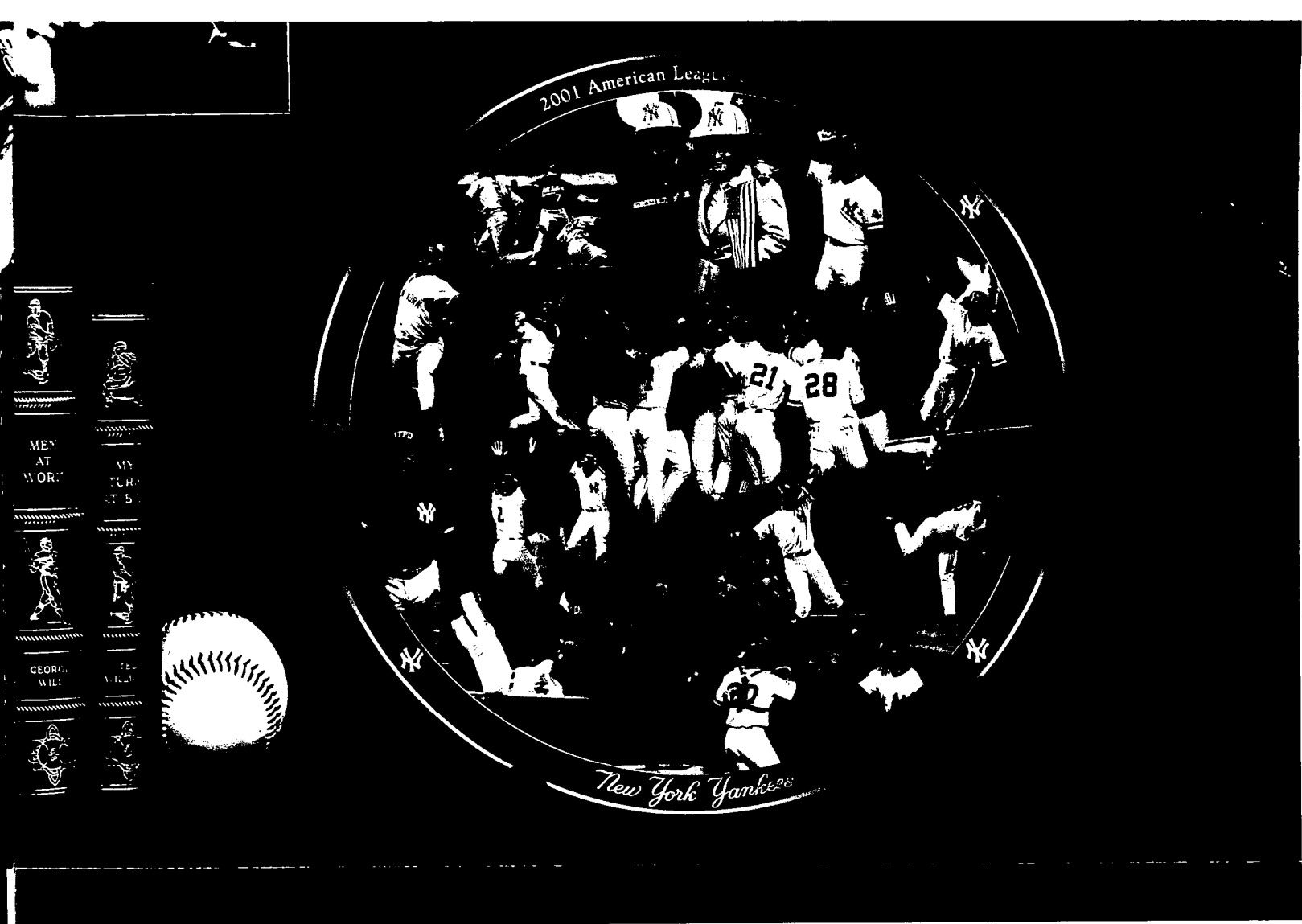


RETURN THIS PORTION • RESERVATION APPLICATION

**THURMAN MUNSON**


The Danbury Mint  
47 Richards Avenue  
Norwalk, CT 06857

**YES!** Reserve *Thurman Munson* for me as described in this announcement. I may return my figurine within 30 days for replacement or refund.



# 2001 American League Champions NEW YORK YANKEES™

A deluxe-sized limited-edition collector plate commemorating the Yankees 2001 championship season.

 They inspired a nation — and added yet another chapter to a glorious legacy. With their professionalism and skill, the 2001 New York Yankees truly lived up to their hallowed name. After an incredible season, they won the American League® pennant in stunningly exciting fashion and produced a thrilling World Series® that left the Bronx Bombers just short of another championship.

Now, you can celebrate the Yankees tradition of excellence by acquiring an extraordinary

collectible perfect for any Yankees fan. Presenting the *2001 American League Champions New York Yankees*, a deluxe collector plate, crafted of fine porcelain and lavished with brilliant color and detail.

**Bursting with Yankees spirit  
and national pride.**

The *2001 American League Champions New York Yankees* plate is so jam-packed with vivid details that merely looking at it will instantly transport

(continued on inside)

# YANKEES SANTA



Sculpture shown  
approximately actual  
size of 9" in height.

## Celebrate Christmas with the Yankees' jolliest player!



"Now playing for the New York Yankees™ Santa Claus!" With the work of Christmas behind him, Santa has found the perfect way to enjoy his "off season." Donning his proud Yankees pinstripes, jolly old St. Nick is the "Bronx Bombers'" most popular player! He's a real clutch hitter and there's no better place to play than in the world-famous "House that Ruth Built"—Yankee Stadium™.

Now, you can celebrate Christmas with *Yankees Santa*... a meticulously crafted, hand-painted sculpture that will captivate you with its charming details.



Every dazzling color is skillfully hand painted.

## Beaming with Yankees

From his classic pinstripes, to "batboy," to the stars-and-stripe fascinating New York icons, this is the essence of Yankees pride!

Each sculpture is meticulously hand-painted, a special blend of powder for its ability to capture fine details. Expertly hand-painted *Yankees Santa* captures all the details from Santa's uniform. For an added touch of holiday cheer, red shoes accented with holly.



An enchanting hand-painted Christmas sculpture brimming with charming details and Yankees pride.

# YANKEES SANTA

...ing addition to your holiday decorations.

**Require. Order today!**  
 iced at just \$75, payable in two  
 nts of \$37.50 each (plus a total of  
 a gift or as a treasure for you  
 thrill any New York Yankees  
 k free. If you're not delighted  
 y return him within 30 days for  
 er, return your Reservation Appli-

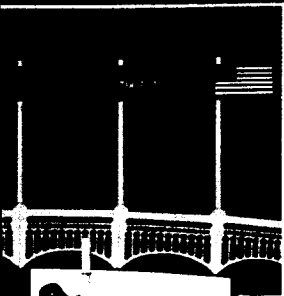
*Yankees Santa*  
 • Norwalk, CT 06857

are used with permission of Major League Baseball Properties, Inc.  
 MLB.com

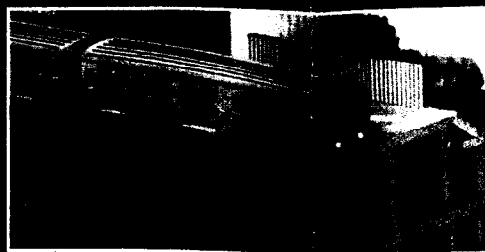
© MLB  
 BSS/YNK



# YANKEE STADIUM



be placed in any order.

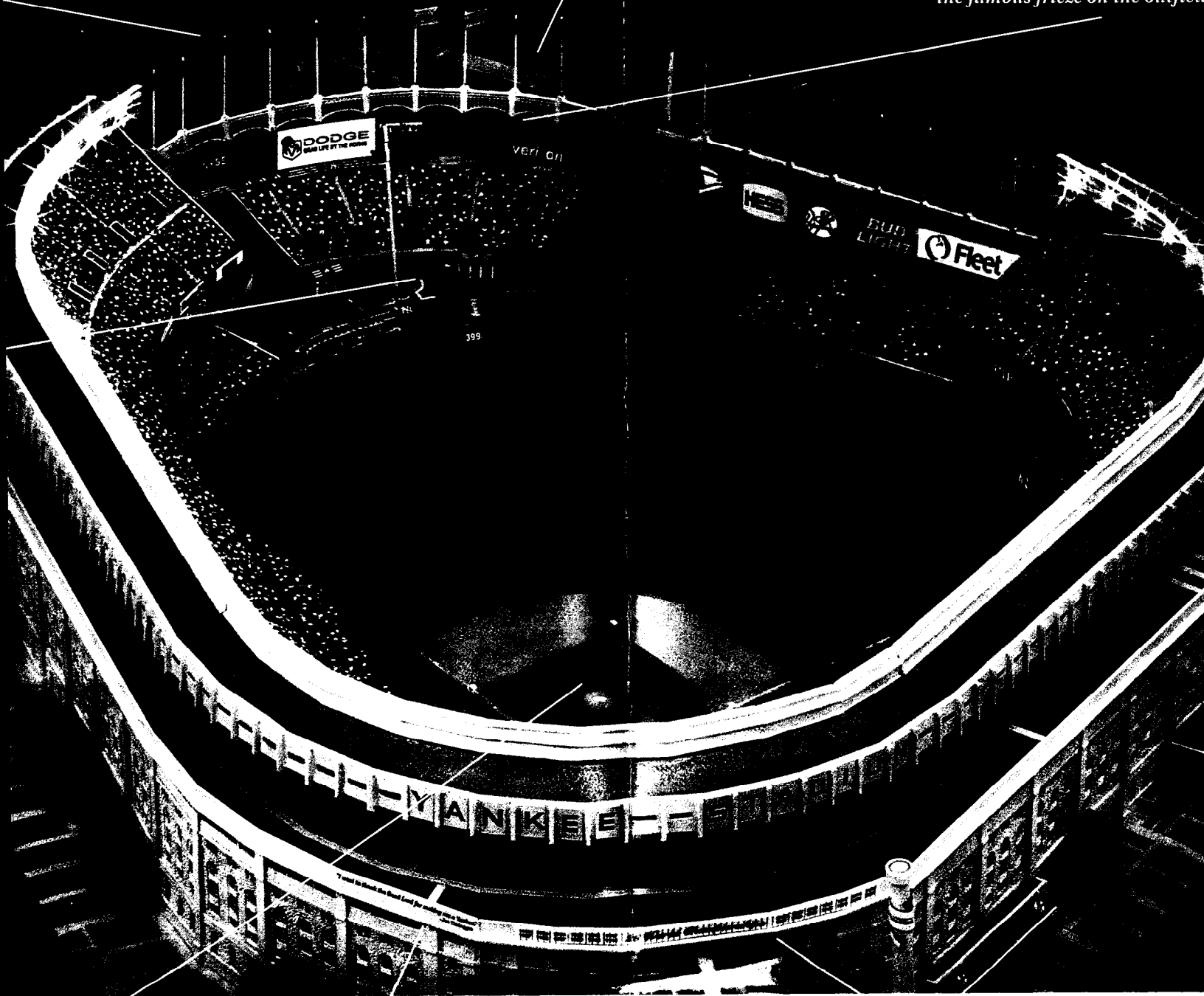


Even the elevated #7 subway train is accurately depicted.

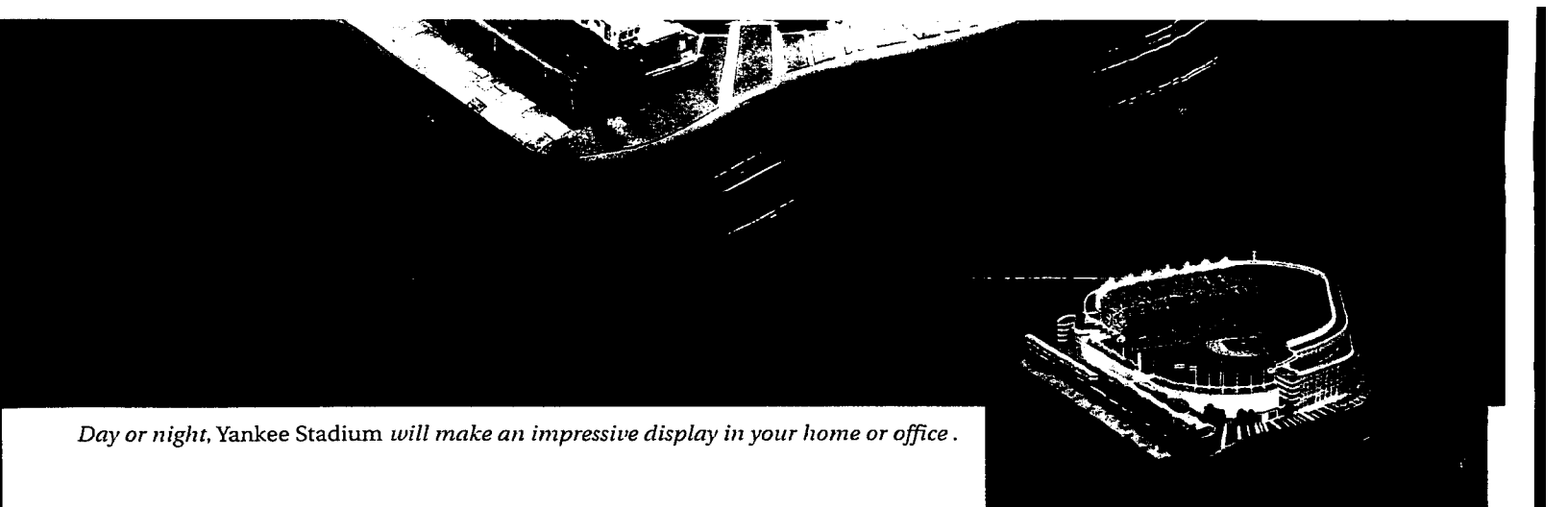


Armitron

Every detail is precisely sculpted, including the famous frieze on the outfield.







Day or night, Yankee Stadium will make an impressive display in your home or office.



## An incredibly detailed replica celebrating the legendary home of the New York Yankees.



The New York Yankees are baseball royalty — and Yankee Stadium is their palace. From the moment its majestic doors swung open in 1923, the Yankees have dominated baseball as no team has dominated any other sport.

Now you can celebrate that storied tradition as you pay tribute to the most famous ballpark ever built. Presenting... *Yankee Stadium*, the most detailed and distinctive re-creation of this legendary ballpark ever produced.

### The most detailed Yankee Stadium replica ever created!

Standing 13" wide and 12<sup>1</sup>/<sub>2</sub>" deep, this sculpture is a masterpiece of detail. All the distinctive features that make Yankee Stadium such a unique part of baseball history are intricately replicated with an extraordinary degree of accuracy. From the meticulously detailed bullpens to the famous frieze on the outfield walls, to the

*(continued inside)*

Lift here ▲



uilt<sup>®</sup> like none ever seen before.

### Expertly crafted and hand painted.

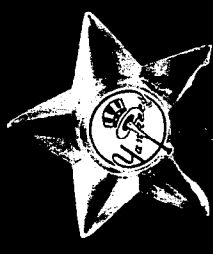
This stunning replica of the Bronx Bombers' ballpark is expertly crafted from cold-cast porcelain, a special blend of powdered porcelain and resin prized for its ability to capture fine detail. Skilled artisans then meticulously hand paint the entire replica, from the famous baseball bat outside the stadium to the field itself. Even the New York Yankees logos on the awnings outside

the stadium, the championship pennants, and the golden plaques in Monument Park are precisely captured. This amazing sculpture comes mounted on a handsome wooden base.

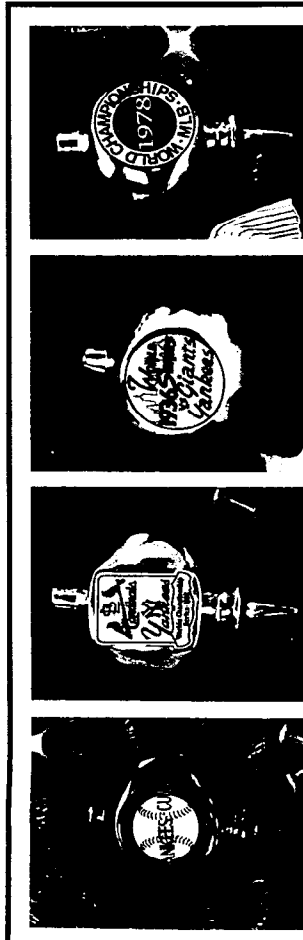
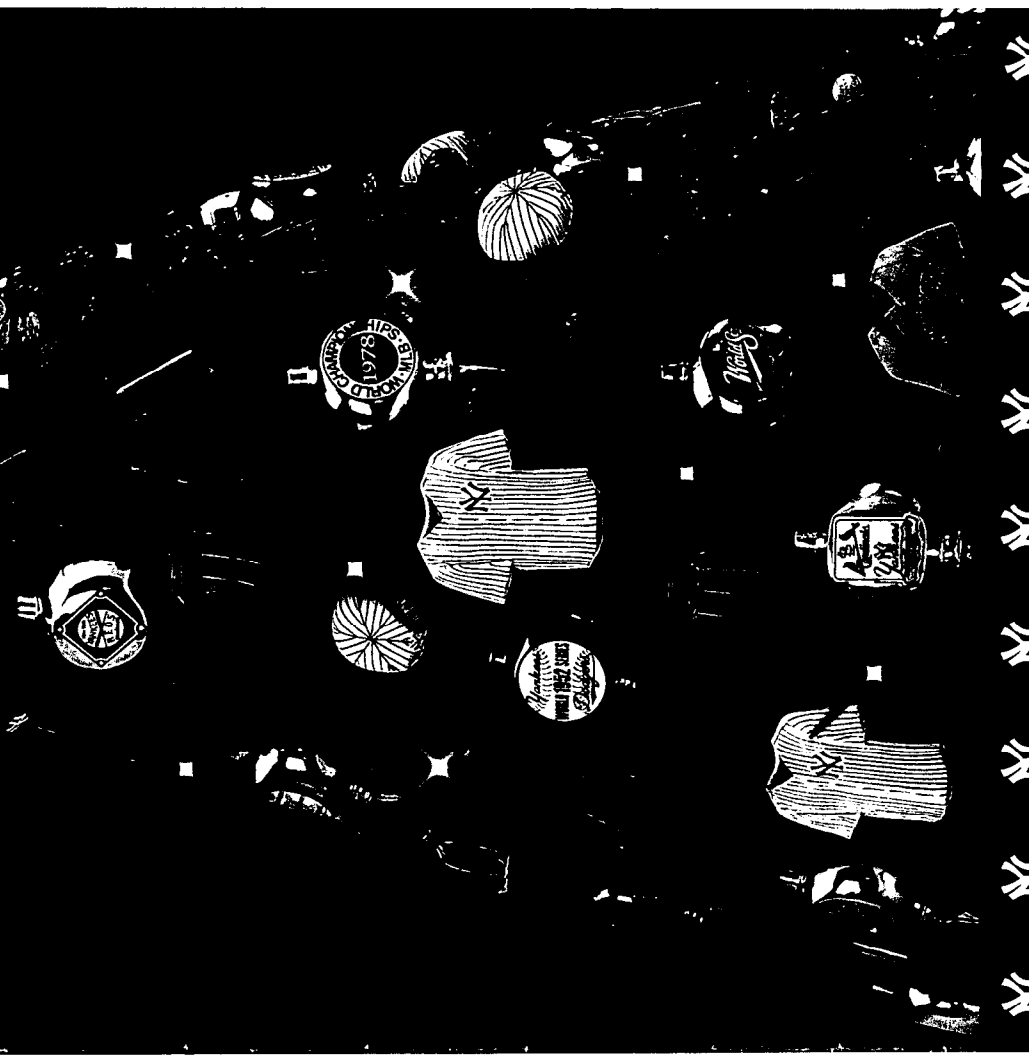
### Officially authorized; Certificate of Authenticity included.

*Yankee Stadium* is officially authorized by Major League Baseball. What's more, your stadium

*(continued on back, but first look inside)*



# The New York Yankees<sup>TM</sup> Christmas Tree



Each of the 26 unique ornaments commemorating the Yankees' 26 World Series Championships replicates official artwork from that series.

(continued from inside)

## Meticulously sculpted; skillfully hand painted.

The New York Yankees Christmas Tree is superbly crafted of cold-cast porcelain, a special blend of powdered porcelain and resin prized for its ability to capture fine detail. Each tree is then precisely hand painted... from the authentic Yankees blue pinstripes on the miniature jerseys and caps... to the lush green branches and the brilliant red bows... to the warm woodgrain tone of the crossed bats.

## An exceptional value; satisfaction guaranteed.

The New York Yankees Christmas Tree is attractively priced at \$140, payable in four convenient monthly installments of just \$35 (plus a total of \$12 shipping and handling). Your satisfaction is completely guaranteed. If you are not delighted with your sculpture, you may return it within 30 days for replacement or refund.

## Officially licensed. Order today!

Officially licensed by Major League Baseball Properties, and available exclusively from the Danbury Mint, *The New York Yankees Christmas Tree* is an absolute "must have" for every devoted Yankees fan. An outstanding Yankees holiday tribute that will be cherished for generations, it also makes a superb gift. To order, return your Reservation Application today!



OPP 1703

*The Danbury Mint*

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MRI/MI RD 2007

VERTICAL

# A *lighted* holiday treasure, festively detailed and shining with Yankees' pride!

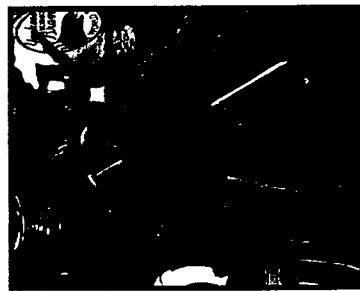


The legendary New York Yankees™ are the winningest team in Major League Baseball® history, with an amazing 26 World Series® Championships to their credit. And the legend continues as the Bronx Bombers™ rack up season after winning season...thrilling generations of fans and making memories that will last a lifetime.

Now, you can show your loyalty to this great team and bring a warm glow to your holiday décor with this spectacular lighted Christmas tree. Presenting...*The New York Yankees Christmas Tree*.

## A Yankees celebration all the way!

*The New York Yankees Christmas Tree* is a true holiday treasure. No matter which angle you view it from, you'll be delighted by its wealth of fascinating detail. The tree features 26 unique ornaments — each commemorating one of the Yankees' 26 World Series titles — and replicating official artwork from that World Series.

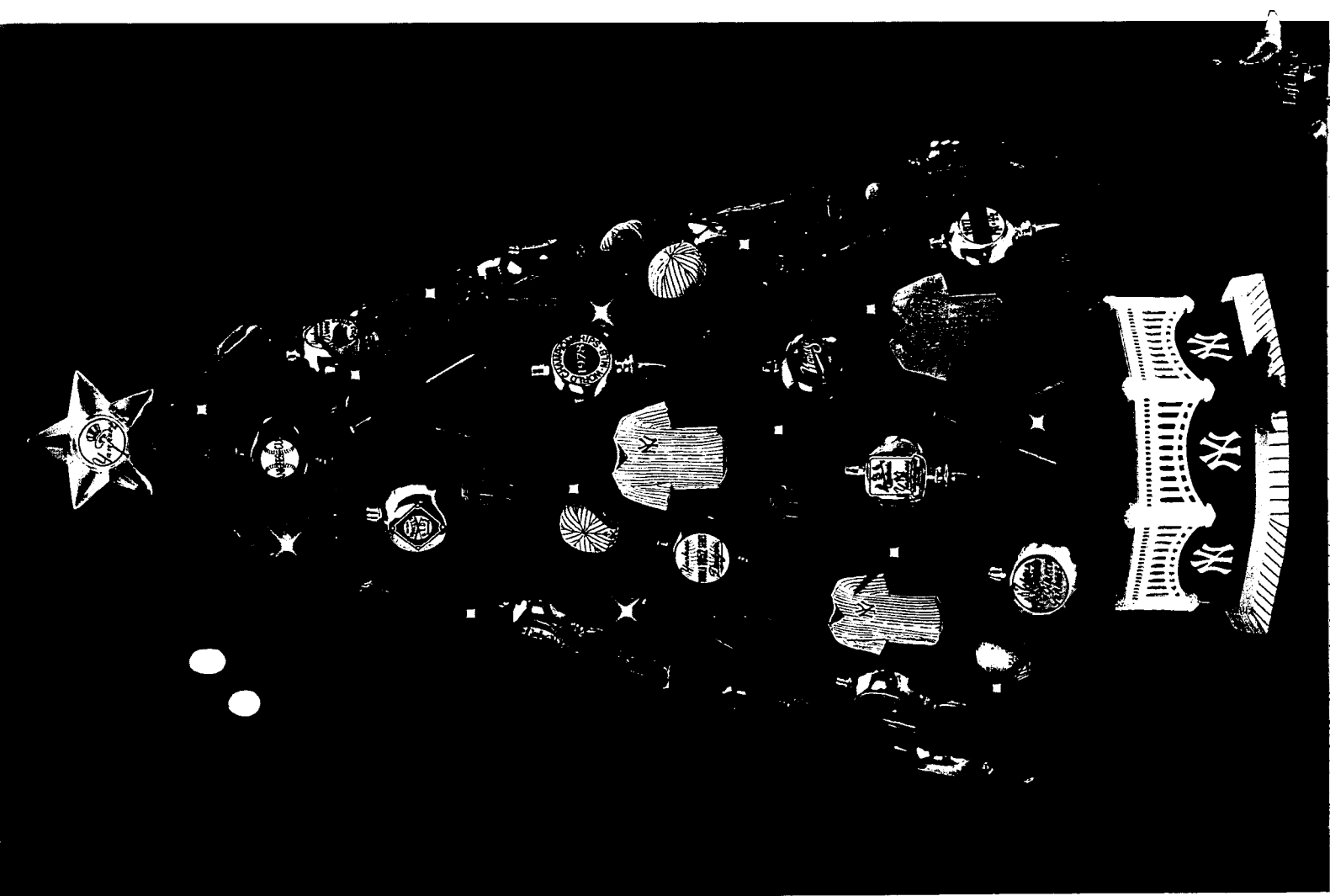


Every detail is expertly  
hand painted.

In addition, the tree is decorated with authentically detailed baseball cap, glove, hat and Yankees jersey ornaments. The base of the tree re-creates the legendary Yankee Stadium™ facade decorated with the world-famous New York Yankees logo.

## Radiant with 35 gleaming lights.

For the crowning touch, *The New York Yankees Christmas Tree* is lit from within by 35 lights and topped by a glowing star decorated with the classic Yankees logo. The tree features a convenient on/off switch and an AC cord that plugs into any standard outlet. All electrical components are UL listed and approved.



# Play ball around the clock with this unique tribute to the Bronx Bombers.<sup>™</sup>



*It's six o'clock at legendary Yankee Stadium<sup>™</sup>. As evening falls, the skyscrapers of New York City light up the night sky. Time seems to stand still as the greatest Major League Baseball<sup>®</sup> dynasty performs its magic. A classic nail-biter has come down to the top of the ninth. The Yankees are up by one, but the tying and winning runs are on 2nd and 3rd with two out. With a full count on the batter, the Yankees pitcher fires a fastball over home plate. Strike three! The crowd roars. Game over.*

Now, you can experience the excitement of Yankees baseball every hour of the day with an impressive timepiece honoring the 26-time Major League Baseball World Champions. Presenting... *The New York Yankees<sup>™</sup> Cuckoo Clock*, a "must have" for any loyal Yankees fan.

## A unique Yankees timepiece brimming with a wealth of captivating details.

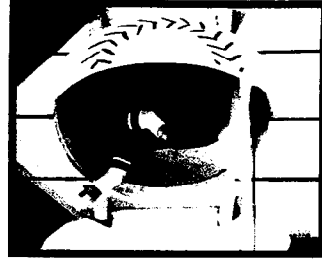
This enchanting "pinstriped" clock features the world-famous facade of the old Yankee Stadium — home of the Bronx Bombers<sup>™</sup> — and the Manhattan skyline, all in colorful bas-relief. The stylized clock face is cleverly designed to resemble a baseball diamond, with the hours detailed around the base path. Beautifully sculpted miniature batter and pitcher figurines face off atop the stadium facade, under crossed bats and the signature Yankees top hat.

On the hour, a baseball at the top of the clock opens, and an umpire emerges to call a strike — just as the cuckoo sounds! (The mechanism conveniently turns itself off between 10 p.m. and 6 a.m.) Three bats hang below the clock, behind a ball-in-glove that swings back and forth like a classic cuckoo clock pendulum.

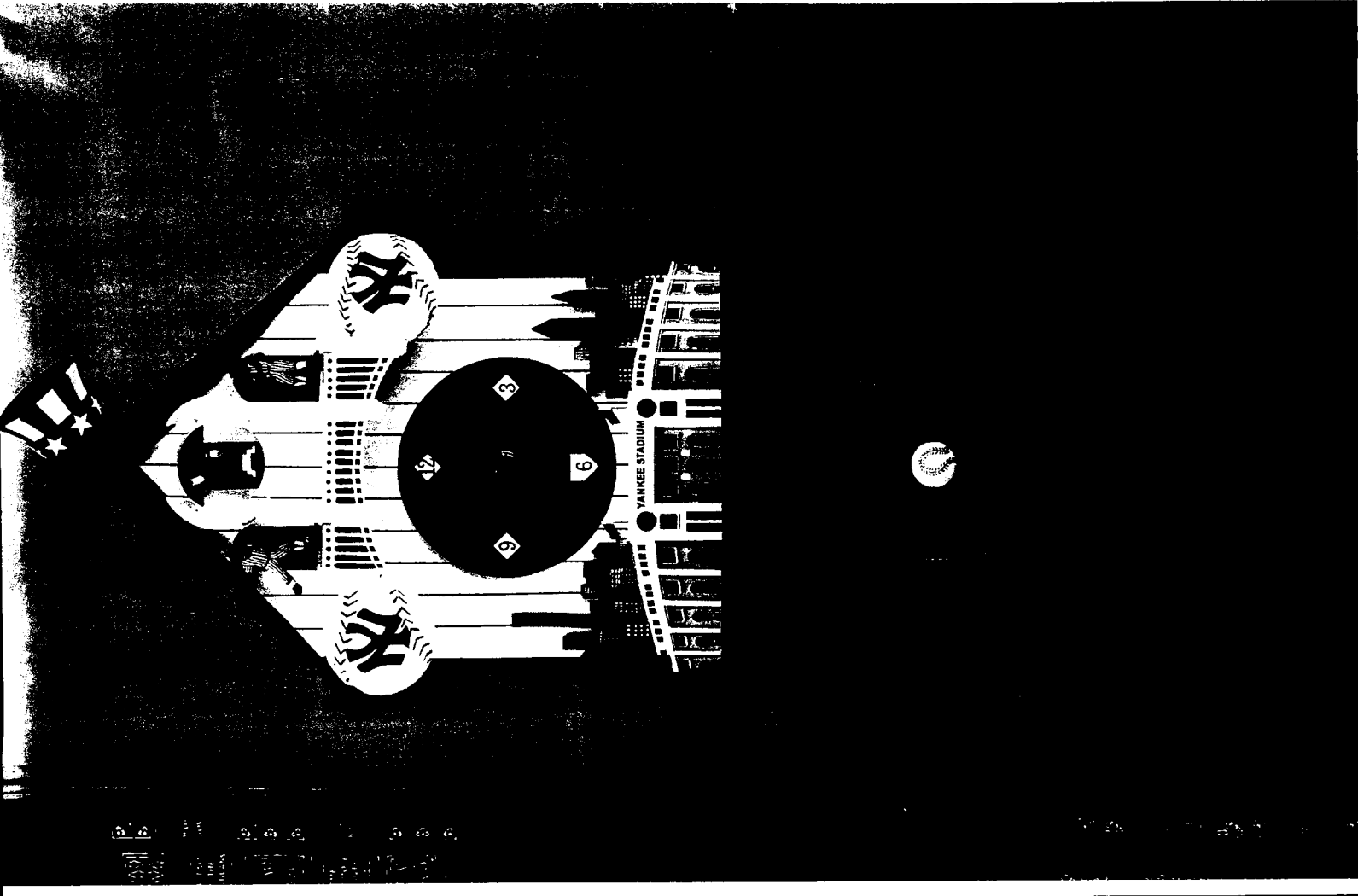
## Expertly crafted; painted by hand.

*The New York Yankees Cuckoo Clock* is expertly crafted of cold-cast porcelain and wood. Cold-cast porcelain is a special blend of powdered

*(continued on back, but first look inside)*



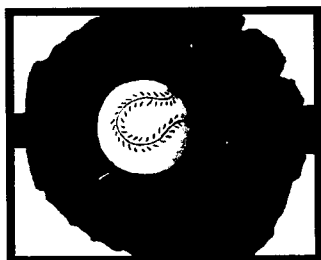
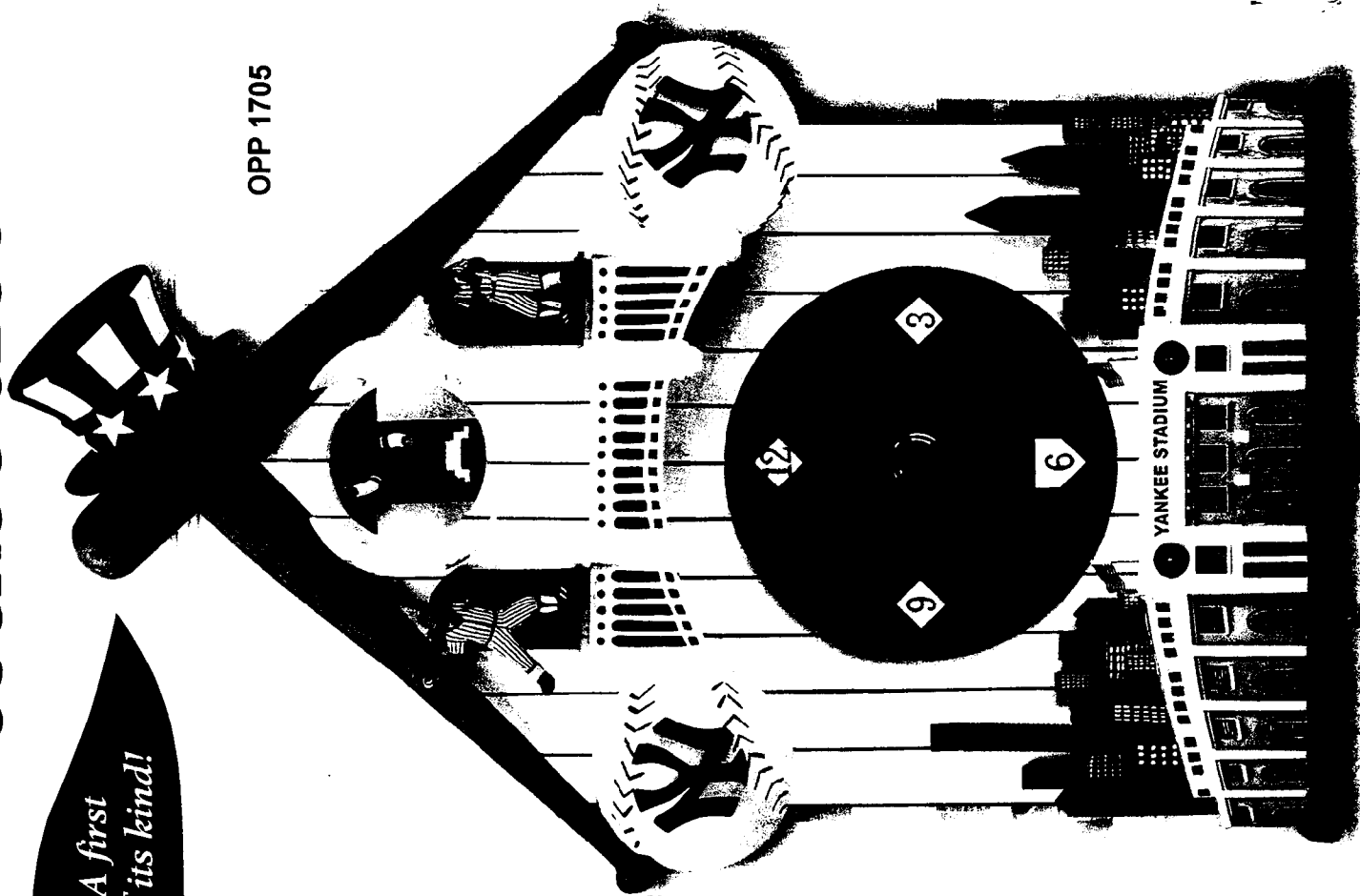
*On the hour, an umpire emerges to signal a strike! — just as the cuckoo sounds.*



# THE NEW YORK YANKEES™ CUCKOO CLOCK

*A first  
of its kind!*

OPP 1705



*Superb sculpting and meticulous hand painting brings each enchanting detail to life.*

*(continued from inside)*

porcelain and resin prized for its ability to hold fine detail, such as the fine lines of the familiar Yankee Stadium facade and the tiny skyscraper windows. Each clock is meticulously hand painted in authentic Yankees colors, from the players' pinstriped uniforms and the familiar "NY" logos on the baseballs to the red, white and blue top hat. Powered by one "AA" and two "C" batteries (included), it will provide hours of pure Yankee enjoyment.

## Attractively priced; satisfaction guaranteed.

Officially licensed by Major League Baseball Properties and available exclusively from the Danbury Mint, *The New York Yankees Cuckoo Clock* is priced at \$120, payable in four convenient monthly installments of just \$30 (plus \$12 total shipping and service). An outstanding collector value, each clock comes with a serially numbered Certificate of Authenticity. And, as always, your satisfaction is completely guaranteed. If not delighted, simply return your clock within 30 days for replacement or refund.

## A remarkable tribute to a legendary team. Order today!

A "must-have" for every New York Yankees fan, *The New York Yankees Cuckoo Clock* will be admired by all who see it in your home or office. For yourself or as a perfect gift for any true-blue Yankees fan, this unique timepiece is sure to be a huge hit! To order, send no money now. Simply return the enclosed Reservation Application today!



*The Danbury Mint*

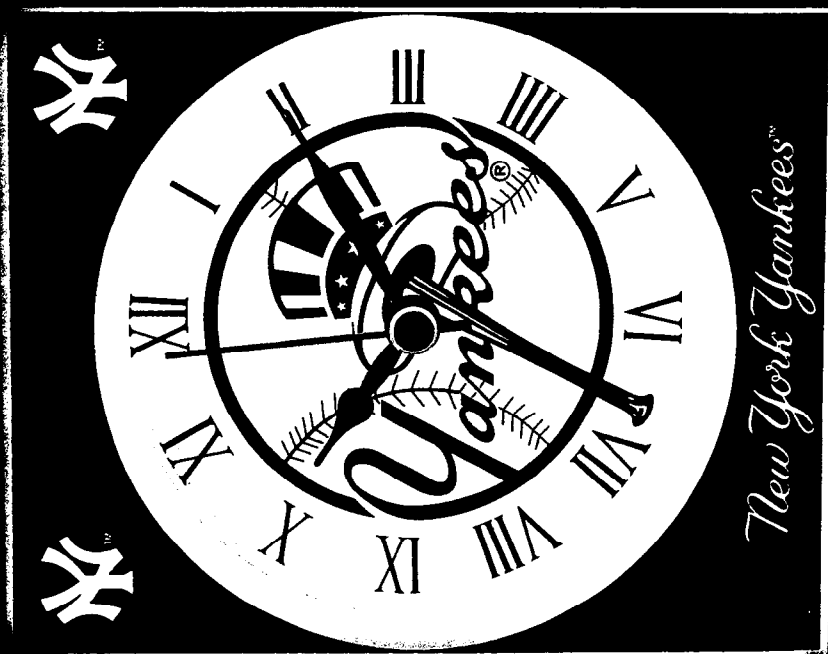
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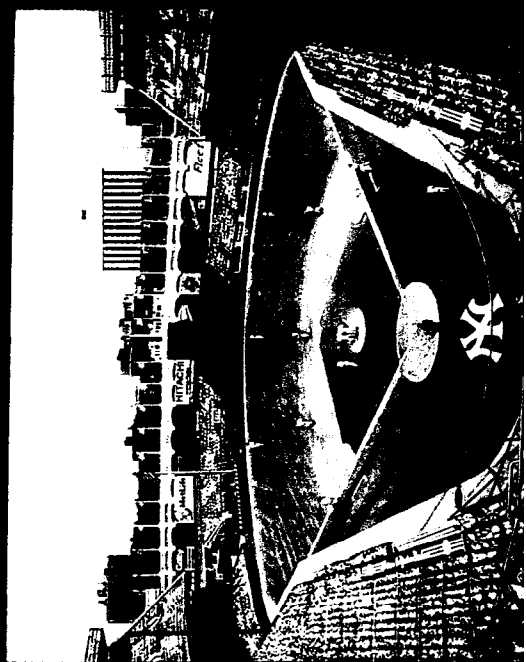


MBU/MLBP 2002

YCK/bro



*New York Yankees™*



Officially licensed by  
Major League Baseball.

*(continued from front)*

Stadium. That's the illusion created by renowned sports artist Cliff Hayes as you view this clock, which features a masterfully detailed fine art print of the historic ballpark. Preserved and protected under a panel of crystal-clear glass, the museum-quality image is so realistic, you almost expect to hear the crack of the bat and the roar of the crowd!

Meticulously crafted and detailed;  
accurate quartz movement.

Only the finest craftsmanship and materials could do justice to Major League Baseball's most legendary team. Recessed under a panel of protective

*Clock shown actual size  
of approximately 9" in height.*

glass, the custom-designed clock face showcases a full-color Yankees team logo encircled by a border of stars. A pair of white "NY" insignias enhances the dark blue foreground, and the team name appears in white at the bottom.

Miniature wooden bats and balls flank the handsome hardwood clock cabinet. As the perfect finishing touch, the wooden base of the clock has been carved to resemble the famed Yankee Stadium façade. Powered by a genuine quartz movement, which runs on one "AA" battery (included), *The New York Yankees Desk Clock* will perform at the highest caliber for years to come — just like the "Bronx Bombers" themselves!

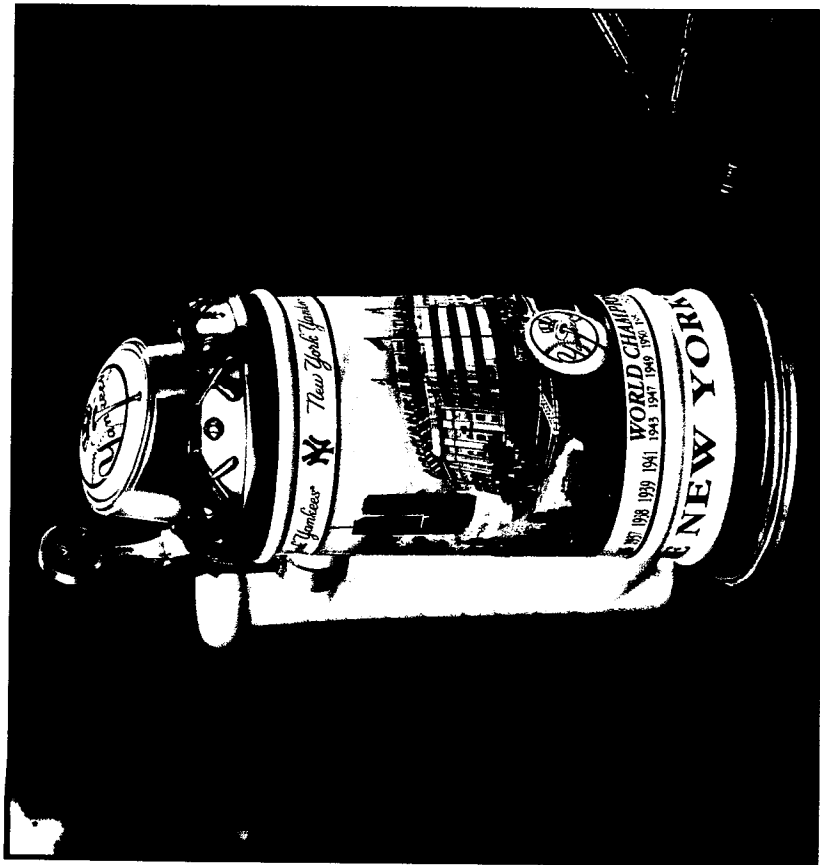
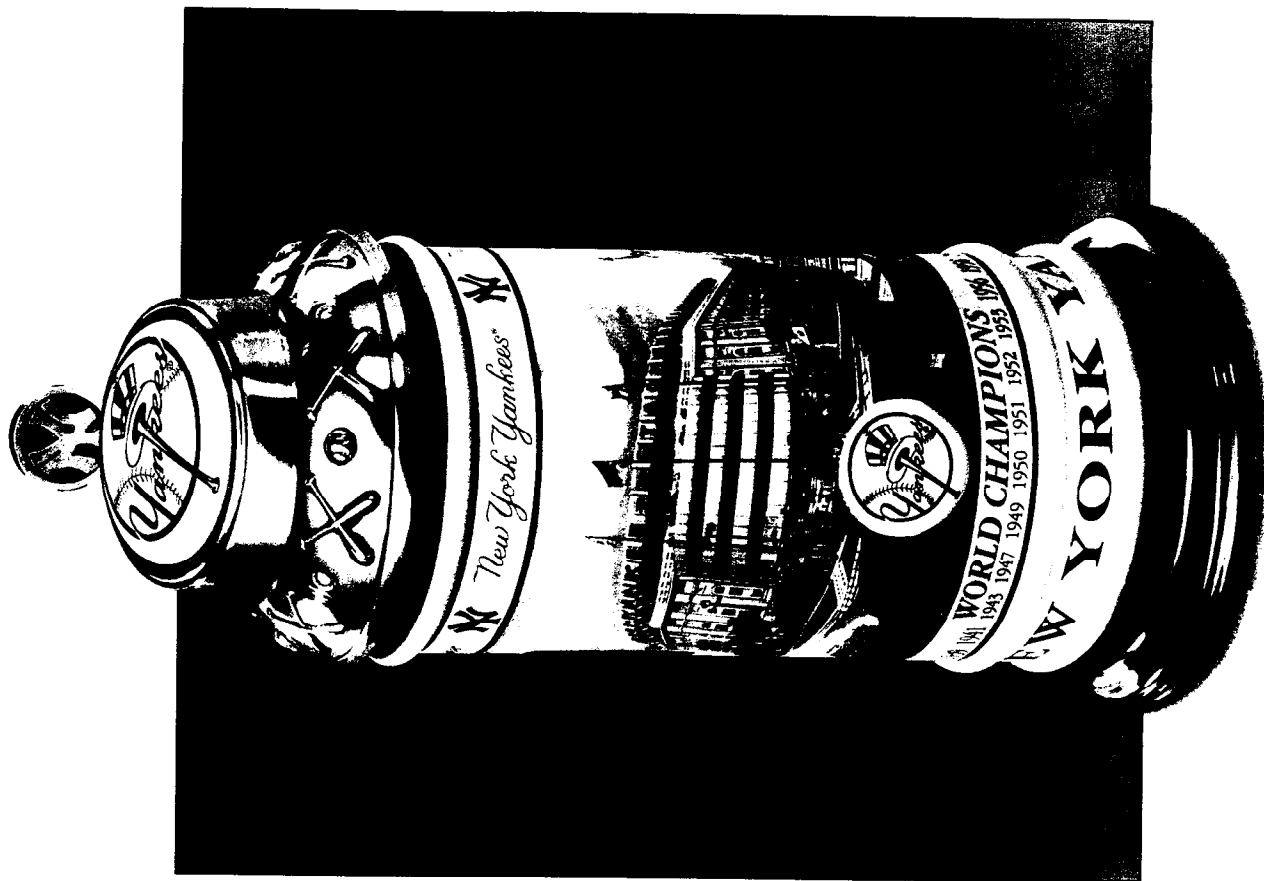
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A must-have for any Yankees fan!

# **New York Yankees™**

COLLECTOR STEIN



*The New York Yankees Collector Stein will receive admiring comments from all who see it on display in your home or office.*

*(continued from flap)*

ceramic insert of the Yankees team insignia. A finely detailed, fully functional, pewter thumb lift re-creating the official "NY" insignia and the handle itself, replicating a spiral-bound grip of a baseball bat, add the perfect finishing touches.

## **An exceptional value; satisfaction guaranteed.**

An heirloom-quality sports collectible that is as magnificent as the team it celebrates, the *New York Yankees Collector Stein* is officially licensed by Major League Baseball® and is available exclusively from the Danbury Mint for just \$99, payable in three monthly installments of only \$33 (plus \$7.80 total shipping and service). Your satisfaction is completely guaranteed. If you're not absolutely thrilled with your stein, return it within 30 days for replacement or refund. So don't delay — order today!

The Danbury Mint • 47 Richards Avenue • Norwalk, CT 06857



OPP 1709

▲ Lift here

## Expertly crafted and masterfully detailed... featuring a genuine pewter lid and thumb lift.

▲ They're the most successful team in the history of baseball, winning an unprecedented 26 World Championships. Since taking to the field in New York City close to a century ago, their lineups have included some of the greatest legends of the game — Babe Ruth, Lou Gehrig, Joe DiMaggio and Mickey Mantle as well as some of today's stars, such as Derek Jeter and Bernie Williams. To add to their glamor and prestige, the Bronx Bombers™ play in the most exciting city on earth, before the most adoring and demanding fans.

Now, the Danbury Mint is proud to present a magnificent tribute that captures the greatness of the New York Yankees, their city and their unparalleled

accomplishments. Presenting... the *New York Yankees Collector Stein*.

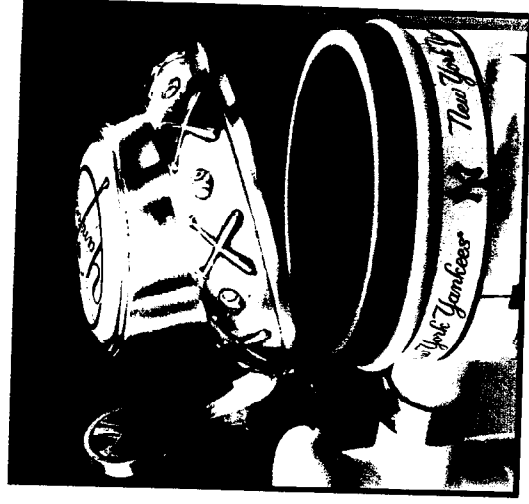
### Emblems of Yankee glory revealed through captivating artistry and superior craftsmanship.

This impressive stein brims with extraordinary, full-color artwork depicting historic Yankee Stadium™ and famous Big Apple landmarks. What's more, each and every championship year is emblazoned along the base.

To preserve every power-hitting detail of the Yankees and their city, all the artwork is permanently fired into the glaze of the ceramic stein. Furthermore, the stein is accented with a hand-cast, genuine pewter lid decorated with an antiqued baseball-and-bat motif, and an attractive

(continued on back, but first lift flap)

Lift here ▲



This fascinating collector stein is crowned with a genuine pewter lid and thumb lift.



# AN UNPRECEDENTED COLLECTION

The New York Yankees enjoy a tradition of excellence that is so dominant and encompasses so many great players that capturing it in one collectible has been virtually impossible. Until now.

To celebrate the 100th Anniversary of Yankees baseball, the Danbury Mint is immortalizing an astounding 50 Yankees greats in a collection that's sure to amaze sports fans everywhere!

Presenting...the *Yankees Greats 22kt Gold Cards*.

This remarkable collection captures the mighty swing of Babe Ruth and Reggie Jackson along with the grace of Joe DiMaggio and Derek Jeter. All of those Yankees greats and dozens more are honored in the *Yankees Greats 22kt Gold Cards*, the most extraordinary sports collectible of its kind anywhere.

**Expertly crafted on a gleaming surface of 22kt gold.**

A skilled craftsman inscribes every detail of each Yankees likeness in deep relief on a steel die, which

OPP 1711



LIFT HERE ▲

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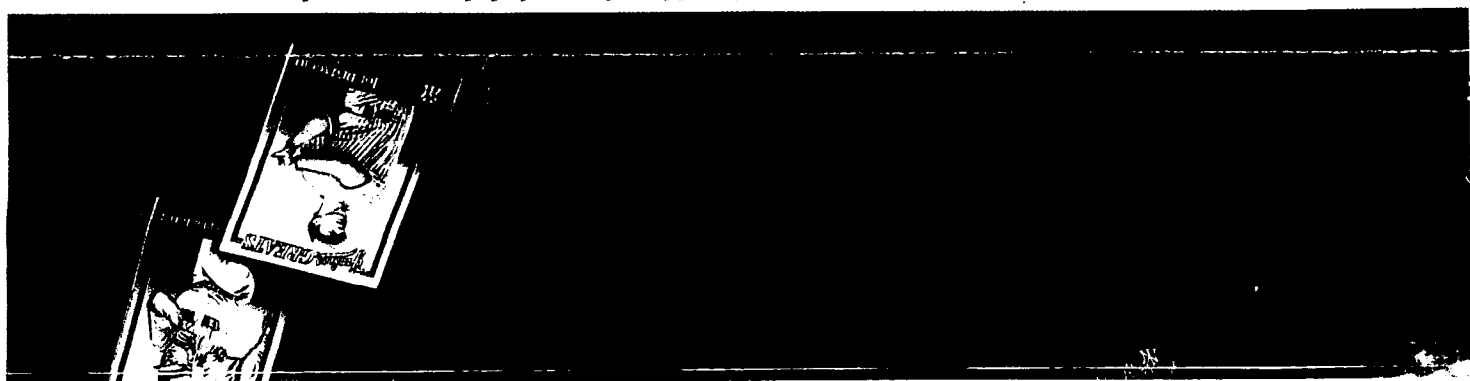
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*the Albany Mint*  
3/2

(continued from inside)

*A deluxe Collector's Album to hold your 22ht gold cards is included at no extra charge.*



# THE NEW YORK



## Brimming with Yankees pr



*The elfin fans are artfully sculpted and hand painted in their favorite team's colors.*

Make way for *The New York Yankees Christmas Express*! With Yankees pennants flying, Santa and his train full of "Bronx Bombers" are bringing the greatest celebration of the year right into your home...a "full steam ahead" New York Yankees Christmas party onboard a festively decorated train. This is one locomotive that's loaded from engine to caboose with Yankees spirit, Christmas cheer and tons of fun!

Now, you can invite Santa and the whole New York gang into your home for a joyous New York Yankees Christmas when you acquire *The New York*

# YANKEES™ CHRISTMAS EXPRESS



ide and Christmas cheer, it's "full steam a

*Yankees Christmas Express*, a superb hand-painted sculpture from the Danbury Mint.

**Full Steam from the North Pole —  
Santa and his team of elves!**

Chief engineer, Santa, is all decked out in Yankees colors for the ultimate "railgate" party. He's made sure the elfin ball boys in the "Equipment Car" are well-stocked for the big game. Nearby, some eager Yankees in the "Dugout Car" wait for their turn to bat. There's a friendly game going on in the "Field Car" followed by a bleacher full of Yankees fans cheering on the players. To keep the party rolling,

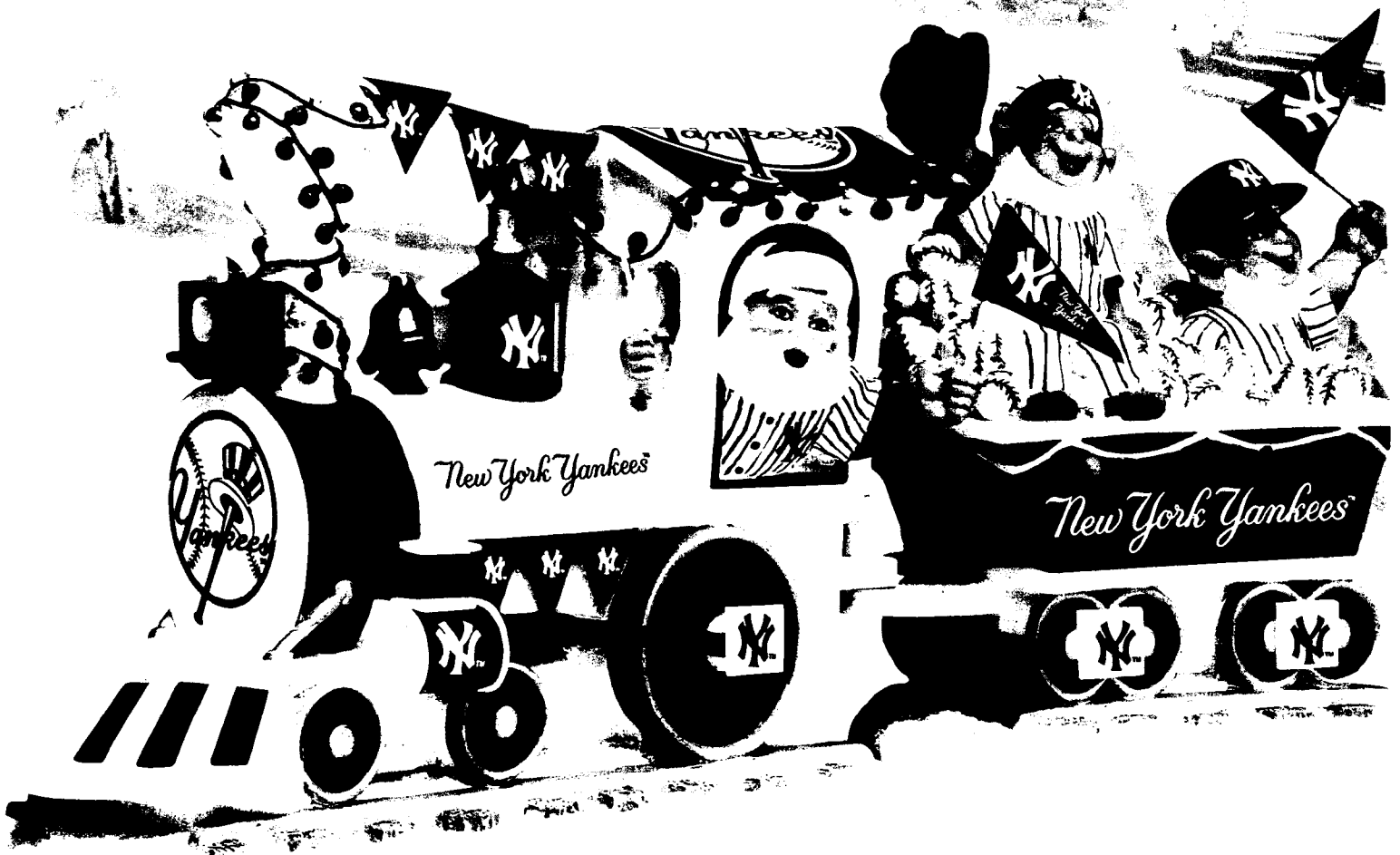
the caboose is loaded with plenty of delicious ballpark snacks. This train is chuggin' down the rails to the best Christmas ever!

**Brimming with charming details;  
painted by hand.**

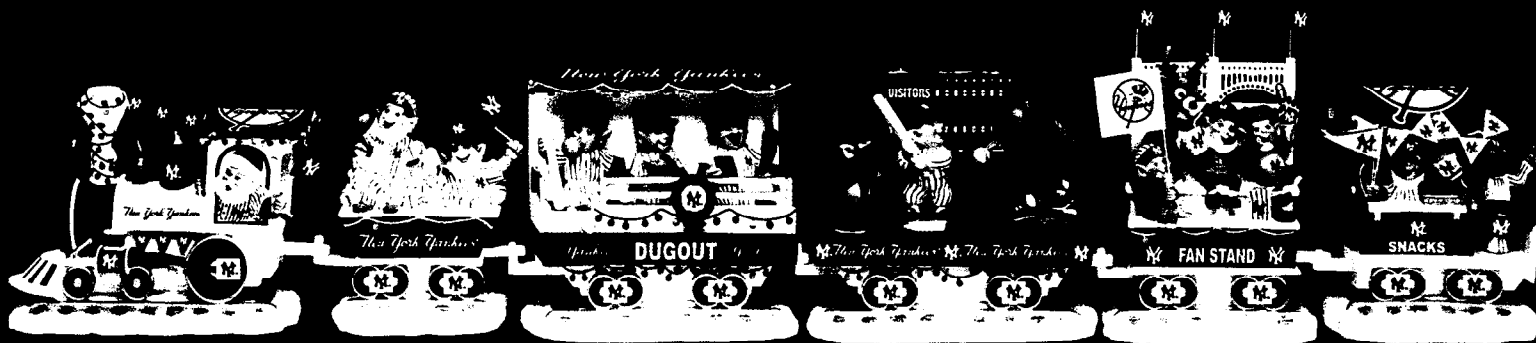
*The New York Yankees Christmas Express* is a meticulously crafted collectible. Lavish attention has been paid to everything from Santa's flowing beard, to the hilarious expressions on the faces of the elves, to all the necessary fixin's for a truly spectacular New York Yankees celebration — including the hamburgers and hot dogs grilling in the food caboose! Every

*(continued on back)*

# THE NEW YORK YANKEES<sup>TM</sup> CHRISTMAS EXPRESS



**A non-stop holiday salute to the Yankees, captured in a festive, hand-painted Christmas train sculpture.**



(continued from inside)

inch of this very special train is a treat for the eyes.

*The New York Yankees Christmas Express* is crafted of cold-cast porcelain, a special blend of porcelain and resin prized for its ability to capture fine detail. Each sculpture is then hand painted by skilled artisans. From the authentic Yankees blue and white colors used on the train, uniforms and logos, to the classic green and red of the traditional Christmas wreaths and decorations, this eye-catching sculpture is the ultimate holiday tribute to the Bronx Bombers.

### Fully authorized; convenient to acquire.

*The New York Yankees Christmas Express* is officially licensed by Major League Baseball and available exclusively from the Danbury Mint. It can be yours for the very attractive price of



Batter up! There's even an imaginatively sculpted game going on atop the "Field Car."

\$125, payable in four convenient monthly installments of just \$31.25 (plus \$10 total shipping and service). That's an exceptional value for a heartwarming collectible full of Christmas cheer and Yankees spirit. It will quickly become a treasured part of your holiday traditions... and the perfect centerpiece for your own New York Yankees parties.

### Satisfaction guaranteed; order today.

Ordering *The New York Yankees Christmas Express* is completely risk free! If you are not delighted with your train, return it within 30 days for replacement or refund. Send no money now. Simply return the enclosed Reservation Application today!

*the Danbury Mint*

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**CERTIFICATE OF SERVICE**

I hereby certify that I caused a true and correct copy of the foregoing OPPOSERS' NOTICE OF FILING TRIAL TESTIMONY, STIPULATION REGARDING TRIAL TESTIMONY OF COLIN HAGEN, DECLARATION OF COLIN HAGEN and OPPOSERS' EXHIBITS 1-11 to be served on May 13, 2004 upon Applicant by first class mail, postage prepaid to Applicant's counsel of record at the following address:

Seth Natter, Esq.  
Natter & Natter  
25 West 43<sup>rd</sup> Street  
New York, New York 10036

  
Richard S. Mandel