

11-17-1998

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COVER SHEET
ACCOMPANYING TRADEMARK ASSIGNMENT

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS
BOX ASSIGNMENTS
WASHINGTON, DC 20231

Re: Registration Number: 75/349,884



1. The name of the party conveying the interest is:

Cornerstone Sports Group, Inc. *MSD* (Corporation)
2515 McKinney Avenue
Suite 940 *10-23-98*
Dallas, Texas 75201
Attn: Rocky Hambric

10-23-1998
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #39

2. The name and address of the party receiving the interest is:

Idea Entertainment, Inc. (Corporation)
2910 Poston Avenue
Nashville, TN 37203
Attn: David Slaughter

3. The nature of conveyance is: Assignment.

4. The trademark number against which the Trademark Assignment is to be filed is:

75/349,884

5. The name and address of the party to whom correspondence concerning the request to record the document should be mailed is:

Sherrard & Roe, PLC
424 Church Street, Suite 2000
Nashville, TN 37219
Attn: Michael D. Roberts

6. There is one registration identified in this cover sheet and the fee for recording the Trademark Assignment is \$40.00 and such fee is enclosed.

7. The Assignment that gave rise to the interest being granted in the above-referenced trademarks was executed by Cornerstone Sports Group, Inc. on October 14, 1998.

8. The assignee of the trademark is domiciled in the United States.

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9. To the best of the undersigned's knowledge and belief, the information contained in this cover sheet is true and correct and any copy submitted is a true copy of the original document.

CORNERSTONE SPORTS GROUP, INC.

By: *Roscoe P. ...*

Title: *President*

Assistant Commissioner for Trademarks

October 23, 1998

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bcc: Michael D. Roberts
Sherrard & Roe, PLC
424 Church Street
Nashville, Tennessee 37219

ASSIGNMENT OF TRADEMARKS

WHEREAS, CORNERSTONE SPORTS GROUP, INC., a Delaware corporation doing business in Dallas, Texas (hereinafter "Assignor"), has applied for a trademark, with application number 75/349,884 (the "Trademark Application"); and

WHEREAS, Idea Entertainment, Inc., a Delaware corporation located and doing business at 2910 Poston Avenue, Nashville, TN 37203 (hereinafter "Assignee"), desires to acquire the entire right, title and interest in and to the Trademark Application and any common law rights in the Trademark Application;

NOW THEREFORE, for Ten Dollars (\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee, the entire right, title, and interest in and to the Trademark Application and the common law rights and goodwill of the business connected with the Trademark Application, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives. Assignor agrees to immediately terminate and refrain from any further use of the Trademark Application for any purpose and to execute any other documents necessary to effectuate and record the assignment of rights and grant.

ASSIGNOR further assigns to ASSIGNEE all right to sue for and receive all damages accruing from past infringements of the Trademark Application herein assigned.

(Remainder of Page Intentionally Left Blank)

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

CORNERSTONE SPORTS GROUP, INC.

By: Roscoe O. Hambrick

Title: President

STATE OF Tn.)
COUNTY OF Davidson)

Before me, a Notary Public in and for the County and State aforesaid, personally appeared Roscoe Hambrick, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be Roscoe Hambrick of Cornerstone Sports Group, Inc., the within named bargainor, a corporation, and that he as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as President.

Witness my hand and seal at office in Springhouse Nashville Tn, this 14 day of October, 1998.

[Signature]
Notary Public

My Commission Expires:

My Commission Expires MAR. 24, 2001