

07-13-1999

FORM PTO-1584
1-9-95



HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101088353

MWD 7-12-99

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
SportsLine USA, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Delaware**
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: **VegasInsider.com, Inc.**
Internal Address: _____
Street Address: **6340 N.W. 5th Way**
City: **Ft. Lauderdale** State: **FL** Zip: **33309**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State: **Delaware**
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **July 7, 1999**

4. Application number(s) or registration number(s):

A. Trademark Application No.
75/361,990

Additional numbers attached? Yes No

B. Trademark registration No.

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Alan N. Sutin, Esq.**
Internal Address: **Greenberg Traurig**

Street Address: **200 Park Avenue**

City: **New York** State: **NY** Zip: **10166**

6. Total number of applications and registrations involved: **1**

7. Total fee (37 CFR 3.41): \$ **40.00**

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
(Attached duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document

Alan N. Sutin
Name of Person Signing

Signature

7/12/99
Date

Total number of pages comprising cover sheet: **3**

OMB No. 0651-0011

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231**

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

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TRADEMARK
REEL: 001925 FRAME: 0878

SERVICE MARK ASSIGNMENT

WHEREAS, SportsLine USA, Inc., a corporation organized and existing under the laws of the State of Delaware having a principal place of business at 6340 NW 5th Way, Fort Lauderdale, Florida 33309 (hereinafter called the "Assignor"), is the owner of the mark VEGAS INSIDER and of U.S. Service Mark Application Serial No. 75/361,990 therefor in the United States Patent and Trademark Office (hereinafter "the Mark"); and

WHEREAS, VegasInsider.com, Inc., a Delaware corporation, with offices at 6340 NW 5th Way, Fort Lauderdale, Florida 33309 (hereinafter called the "Assignee"), is desirous of acquiring all right, title, and interest in and to the Mark and the goodwill appurtenant thereto:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby set over and assign unto the Assignee its entire right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark and the right to sue and recover damages and profits for third-party infringements, if any.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 7th day of July, 1999.

By: Michael Levy
Name: Michael Levy
Title: President and Chief Executive Officer

NYLZKQMLA/1574647/27 00076759/1778.01828

STATE OF FLORIDA)

COUNTY OF Broward

ss.:

On this 7TH day of July, 1999, before me personally came Michael Levy, to me known, who, being by me duly sworn, did depose and say that he is the individual described in and which executed the foregoing assignment on behalf of SportsLine USA, Inc. and that he signed his name thereto pursuant to the authority granted by the Board of Directors of said corporation.

Steven B. Charles

Notary Public

[Stamp and Seal]



Steven B Charles
My Commission CC620060
Expires March 14, 2001

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TRADEMARK

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Received: 7/9/99