

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
British Sky Broadcasting Ltd.		05/05/2004	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA	
Name:	British Sky Broadcasting Group plc
Street Address:	Grant Way, Islesworth
City:	Middlesex
State/Country:	UNITED KINGDOM
Postal Code:	TW7 5QD
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Serial Number:	78121042	SKY GLOBAL NETWORKS
Serial Number:	78121038	SKY GLOBAL NETWORKS
Serial Number:	78256450	SKY NEWS
Serial Number:	78256445	SKY NEWS
Serial Number:	78256281	SKY NEWS
Serial Number:	78256288	SKY NEWS

CORRESPONDENCE DATA	
Fax Number:	(212)852-7217
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-852-7729
Email:	dvoss@newscorp.com
Correspondent Name:	Michelle V. Francis
Address Line 1:	1211 Avenue of the Americas
Address Line 2:	4th Floor
Address Line 4:	New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	ASSIGN FROM LTD. TO GROUP
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CH \$165.00 78121042

**DOMESTIC REPRESENTATIVE**

**Name:** Michelle V. Francis  
**Address Line 1:** 1211 Avenue of the Americas  
**Address Line 2:** 4th Floor  
**Address Line 4:** New York, NEW YORK 10036

**NAME OF SUBMITTER:**

Donna J. Voss

**Total Attachments: 3**

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TRADEMARK ASSIGNMENT

WHEREAS, British Sky Broadcasting Ltd., a company incorporated under the laws of England and Wales, having a place of business at Grant Way, Islesworth, Middlesex TW7 5QD England ("Assignor"), is the owner of all right, title and interest in and to the trademarks, service marks, logos and trade names set forth on Exhibit A attached hereto (collectively, the "Marks"), including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby; and

WHEREAS, British Sky Broadcasting Group plc, a company incorporated under the laws of England and Wales, having a place of business at Grant Way, Islesworth, Middlesex TW7 5QD England ("Assignee"), desires to acquire, and Assignor desires to transfer, convey, assign and set over, all right, title and interest in and to the Marks, including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers, conveys, assigns and sets over to Assignee all right, title and interest in and to the Marks, including, without limitation, all registrations and applications pertaining thereto, the goodwill represented thereby and all causes of action arising out of or relating to the ownership, use and/or exploitation of the Marks.

BRITISH SKY BROADCASTING LTD.

By: JD Gormley  
Name: FRUIP JOSEPH GORMLEY  
Title: COMPANY SECRETARY  
Dated: 5 MAY 2004

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