

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Twentieth Century Fox Film Corporation		06/04/2004	CORPORATION: DELAWARE
Fox Sports Productions, Inc.		06/04/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Twentieth Century Fox Film Corporation
Street Address:	10201 West Pico Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90035
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	75092519	FOX SPORTS IN THE ZONE
Serial Number:	75092514	FOX SPORTS IN THE ZONE
Serial Number:	75092512	FOX SPORTS IN THE ZONE
Registration Number:	2398853	FOX SPORTS IN THE ZONE
Registration Number:	2136622	FOX SPORTS IN THE ZONE

CORRESPONDENCE DATA

Fax Number: (310)969-3095  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (310) 369-5414  
 Email: tm@fox.com  
 Correspondent Name: Jon Del Barrio, Esq.  
 Address Line 1: P.O. Box 900  
 Address Line 2: Fox Group Legal - Intellectual Property  
 Address Line 4: Beverly Hills, CALIFORNIA 90213-0900

CH \$140.00 75092519

ATTORNEY DOCKET NUMBER:

FOX SPORTS IN THE ZONE

NAME OF SUBMITTER:

Beth Allegretti

Total Attachments: 2

source=Fox Sports in the Zone - Assignment#page1.tif

source=Fox Sports in the Zone - Assignment page 2#page1.tif

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

MARK: FOX SPORTS IN THE ZONE and Design

STATE OF CALIFORNIA )  
 ) ss  
COUNTY OF LOS ANGELES )

**ASSIGNMENT OF TRADEMARK**

WHEREAS, TWENTIETH CENTURY FOX FILM CORPORATION, a corporation duly organized and existing under the laws of the State of Delaware, United States of America, with its principal place of business at 10201 West Pico Boulevard, Los Angeles, California 90035, United States of America, and FOX SPORTS PRODUCTIONS, INC., a corporation duly organized and existing under the laws of the State of Delaware, United States of America, with its principal place of business at 10201 West Pico Boulevard, Los Angeles, California 90035, United States of America ( collectively, hereinafter, the "ASSIGNOR"), have adopted, have used and/or intend to use the trademarks on the attached page.

WHEREAS, TWENTIETH CENTURY FOX FILM CORPORATION, a corporation duly organized and existing under the laws of the State of Delaware, United States of America, with its principal place of business at 10201 West Pico Boulevard, Los Angeles, California 90035, United States of America, (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registrations and applications thereof; in connection with its use and on-going activities in connection with said trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks and the-identified registrations and applications thereof.

Twentieth Century Fox  
Film Corporation

By: *Jane Sunderland*

Name: Jane Sunderland

Title: Assistant Secretary

Date: June 4, 2004

Fox Sports Productions, Inc.

By: *J.P. Zedeck*

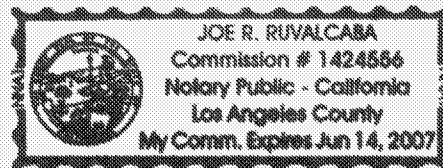
Name: Jason P. Zedeck

Title: Assistant Secretary

Date: June 4, 2004

Subscribed and sworn to before me  
this 4rd day of June, 2004

*Joe R. Ruvalcaba*  
Joe R. Ruvalcaba, Notary Public



Mark	Serial No/ Reg No.	Int'l Class	Goods/Services
FOX SPORTS IN THE ZONE and Design	2398853	41	Entertainment services in the nature of production and distribution of television programs.
FOX SPORTS IN THE ZONE and Design	2136622	42	On-line computer services in the nature of providing information and multimedia presentations produced for and distributed over a global information network featuring sports and entertainment.
FOX SPORTS IN THE ZONE and Design	75/092519	09	Motion picture films; television programs; pre-recorded video cassettes, pre-recorded video tapes, pre-recorded videodiscs, pre-recorded audio tapes, pre-recorded audio cassettes and pre-recorded audio discs, CD-ROMs, all featuring entertainment relating to children's topics, sports, television, motion picture films and music and excluding computer game software and video game cartridges; computer software programs and featuring entertainment relating to children's topics, sports, television, motion picture films and music and excluding computer game software and video game cartridges; magnetically enclosed pre-paid telephone cards; mouse pads/mats; sunglasses, sunglass cases.
FOX SPORTS IN THE ZONE and Design	75/092514	16	Stationery, writing paper and envelopes; playing cards; trading cards; posters; tablecloths made of paper; napkins made of paper; party hats and party favors made of paper; desk calendars, wall calendars; greeting cards; coloring books; wrapping paper, paper gift tags; mounted and unmounted photographs; instructional and educational books in the field of sports, video, television and motion picture film entertainment; children's books; game books; fictional novels and short story books; comic books; pre-paid telephone cards (not magnetically encoded).
FOX SPORTS IN THE ZONE and Design	75/092512	28	Manipulative and jigsaw puzzles; dolls; action figures; puppets; hobby kits comprised of toy figure plastic molds, fasteners for attaching toy figure molds and decorative accessories for molded toy figures; toy vehicles; action figure play environments; action skill games; board games; balloons; swimming aids, namely, pool rings.