

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
SFX Sports Group, Inc.		07/20/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Trans World International, Inc.		
Street Address:	IMG Center, 1360 East Ninth Street		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44114-1782		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1135901	BATTLE OF THE NETWORK STARS	
CORRESPONDENCE DATA			
Fax Number:	(216)566-9711		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-566-9700		
Email:	docketing@rankinhill.com		
Correspondent Name:	Stephen A. Hill		
Address Line 1:	925 Euclid Avenue, Suite 700		
Address Line 4:	Cleveland, OHIO 44115-1405		
NAME OF SUBMITTER:	Stephen A. Hill		
Signature:	/stephen a hill/		
Date:	07/27/2005		

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Total Attachments: 3
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Trademark Assignment

Whereas, SFX Sports Group, Inc., a corporation organized under the laws of the State of Delaware, having a business address at 220 West 42nd Street, New York, New York 10036 (hereinafter referred to as "ASSIGNOR"), is the owner of record of the trademark BATTLE OF THE NETWORK STARS which has been registered in the United States Patent and Trademark Office as Registration No. 1,135,901, registered May 20, 1980; and

Whereas, Trans World International, Inc., a corporation organized under the laws of the State of Ohio, having a business address at IMG Center, 1360 East Ninth Street, Cleveland, Ohio 44114-1782 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire rights in and to said marks;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR has assigned and does hereby assign unto said ASSIGNEE, effective as of March 26, 2004, all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the portion of the business of the ASSIGNEE to which the mark pertains, and the above-identified registration for said mark.

SFX SPORTS GROUP, INC.

By

Printed Name:

Title:

Date:

7.20.05

STATE OF New York

COUNTY OF New York }

On this 20th day of July 2005, before me appeared Michael S. Principe, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified company with authority to do so.

(Notarial Seal)



Notary Public

Lee D. Galpin
Notary Public, State of New York
Qualified in New York County
No. 02GR6006068
Commission Expires April 20, 2006

EXHIBIT 1

LIST OF TRADEMARK REGISTRATIONS

Mark Reg. No. Reg. Date Goods/Services

RHPC TM801