

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
Live Long Live Strong LLC		10/14/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Lance Armstrong Foundation, Inc.		
Street Address:	P.O. Box 161150		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78716-1150		
Entity Type:	Texas non-profit corporation:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2368904	LIVE LONG, LIVE STRONG	
CORRESPONDENCE DATA			
Fax Number:	(415)836-2501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 836-2557		
Email:	tmfilings@dlapiper.com		
Correspondent Name:	Heather A. Dunn, Esq		
Address Line 1:	153 Townsend Street, Suite 800		
Address Line 4:	San Francisco, CALIFORNIA 94107		
ATTORNEY DOCKET NUMBER:	354932-125		
NAME OF SUBMITTER:	Heather A. Dunn, Esq.		
Signature:	/Heather A. Dunn, Esq./		
Date:	10/27/2005		

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Total Attachments: 1
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ASSIGNMENT OF REGISTRATION

WHEREAS, Live Long Live Strong LLC, a Delaware corporation having its principal place of business at 20 Dayton Avenue, Greenwich, Connecticut (the "Assignor") has adopted and is using the mark LIVE LONG, LIVE STRONG for which the Assignor owns United States Patent and Trademark Office Registration No. 2368904 (the "Trademark"); and

WHEREAS, Lance Armstrong Foundation, Inc., a Texas nonprofit corporation having its principal place of business at P.O. Box 161150, Austin, Texas (the "Assignee") is desirous of acquiring said Trademark;

Assignor, hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and related causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Trademark that may have accrued in Assignor's favor from the respective date of first use of the Trademark from the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademark, together with the good will of the business symbolized by the mark, and the above identified registration of the Trademark.

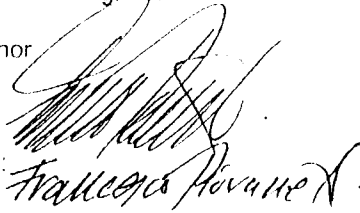
The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to the Assignee.

Assignor

By:

Name:

Title:



Francesco Novaretti