

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
Host Communications, Inc.		11/01/2004	CORPORATION:
RECEIVING PARTY DATA			
Name:	Crestline Sports, LLC		
Street Address:	6004 S. Kipling, Suite 205		
City:	Littleton		
State/Country:	COLORADO		
Postal Code:	80127		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2834354	3V3 SOCCER SHOOTOUT	
Registration Number:	1589427	HOOP-IT-UP	
Registration Number:	1844508	HOOP-IT-UP	
CORRESPONDENCE DATA			
Fax Number:	(210)886-9883		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2108869500		
Email:	idalia.garcia@gunn-lee.com		
Correspondent Name:	Ted D. Lee		
Address Line 1:	700 N. St. Mary's Street, Suite 1500		
Address Line 4:	San Antonio, TEXAS 78205		
ATTORNEY DOCKET NUMBER:	G-8591		
NAME OF SUBMITTER:	Ted D. Lee		
Signature:	/Ted D. Lee/		

OP \$90.00 2834354

Date:

12/01/2005

Total Attachments: 1

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CRESTLINE SPORTS

Assignment of Trademarks

This Assignment of Trademarks is made and entered into, effective as of December 7, 2004, by and between Host Communications, Inc., a Kentucky Corporation located at 548 East Main Street, Lexington, Kentucky 40508, ("Assignor"), and Crestline Sports, LLC, a Colorado limited liability company, located at 6004 S. Kipling, Suite 205, Littleton, Colorado 80127 ("Assignee").

WHEREAS, Assignor has adopted and is the exclusive owner of all right, title and interest in and to the following United States trademark applications and registration numbers: 2834354, 1589427, 1844508, and the following Canadian trademark application and registration number: TMA508068, hereinafter referred to as the Marks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, along with the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and the registrations, applications and/or common law uses thereof, effective as of November 1, 2004.

IN WITNESS WHEREOF, the parties have caused this instrument to be duly executed as of the day and year first written above.

<p>Host Communications, Inc.</p> <p>By: <u>[Signature]</u></p> <p>Name: <u>Frederick J. Emerson</u></p> <p>Its: <u>Vice President CFO</u></p>	<p>Crestline Sports, LLC</p> <p>By: <u>[Signature]</u></p> <p>Name: <u>CRISCARIEO</u></p> <p>Its: <u>Manager</u></p>
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