

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.		08/01/2006	CORPORATION: DELAWARE
LIVE NATION TELEVISION HOLDINGS, INC.		08/01/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SPORTS MEDIA ADVISORS, LLC
Street Address:	5335 Wisconsin Avenue, NW, Suite 850
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20015
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78708744	PROSERV
Registration Number:	1083705	THE SUPERSTARS
Registration Number:	1145289	THE SUPERTEAMS
Registration Number:	1083704	THE SUPERSTARS
Serial Number:	78157007	THE WOMEN SUPERSTARS
Serial Number:	78157282	THE WOMEN SUPERSTARS
Registration Number:	2196781	U.S. PROFESSIONAL FIGURE SKATING CHAMPIONSHIPS
Registration Number:	1517062	VIDEO FIELD TRIPS SCHOOL BUS
Registration Number:	2524453	ICE WARS
Registration Number:	1244560	THE SUPERSTARS

CORRESPONDENCE DATA

Fax Number: (212)259-2511

900060157

**TRADEMARK
 REEL: 003408 FRAME: 0600**

CH \$265.00 78708744

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: xavier.morales@bakerbotts.com
Correspondent Name: Xavier Morales
Address Line 1: 30 Rockefeller Plaza
Address Line 2: Baker Botts L.L.P.
Address Line 4: New York, NEW YORK 10112-4498

ATTORNEY DOCKET NUMBER:	065831.0101
NAME OF SUBMITTER:	Xavier Morales
Signature:	/xm/
Date:	10/13/2006

Total Attachments: 6

source=Sports Marks Assignments_8-1-06#page1.tif
source=Sports Marks Assignments_8-1-06#page2.tif
source=Sports Marks Assignments_8-1-06#page3.tif
source=Sports Marks Assignments_8-1-06#page4.tif
source=Sports Marks Assignments_8-1-06#page5.tif
source=Sports Marks Assignments_8-1-06#page6.tif

ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

THIS ASSIGNMENT, *effective as of August 1, 2006*, is from **SFX SPORTS GROUP, INC.**, a corporation organized under the laws of the State of Delaware, with a business address of 2000 West Loop South, Suite 1300, Houston, Texas 77027, and **LIVE NATION TELEVISION HOLDINGS, INC.**, a corporation organized under the laws of the State of Delaware, with a business address of 9348 Civic Center Drive 4th Floor, Beverly Hills, CA 90210 (collectively or individually, as applicable, "**Assignor**") to **SPORTS MEDIA ADVISORS, LLC**, a limited liability company organized under the laws of the State of Delaware, with a mailing address of P.O. Box 3222, Louisville, Kentucky 40201-3222, and a street address of 5335 Wisconsin Avenue, NW, Suite 850, Washington, D.C. 20015 ("**Assignee**").

WITNESSETH:

WHEREAS, Assignee is interested in acquiring all right, title and interest of Assignor in and to in and to the trademarks, service marks, and trade names listed in **SCHEDULE A** attached hereto, and any registrations thereof, or depictions of same in stylized lettering or design format (all of the foregoing being hereinafter collectively referred to as "**the Marks**") and registrations thereof, together with the goodwill of the business connected with the use of and symbolized by the Marks;

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to receive from Assignor, all right, title and interest of Assignor in and to the Marks and registrations thereof, together with the goodwill of the business connected with the use of and symbolized by the Marks;

WHEREAS, in addition to that certain **Asset Purchase Agreement** entered into as of the Effective Date of **August 1, 2006**, by and among Assignor, as "Seller," Assignee, as "Purchaser," and **Live Nation Worldwide, Inc.**, a Delaware corporation, as the "Seller's Parent," the parties further wish to memorialize the assignment of the Marks by virtue of this "Assignment of Trademarks and Trade Names," which shall be executed at the time and place of the closing;

NOW, THEREFORE, in exchange of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee:

1. all right, title and interest of Assignor in and to the Marks and registrations thereof, together with the goodwill of the business connected with the use of and symbolized by the Marks, including the right to register the Marks in Assignee's name throughout the world; and
2. The sole right to enforce all of Assignor's rights in said Marks and registrations thereof, with the right to sue for and recover for Assignee's own use accrued profits or damages for any and all causes of action, claims, and demands and other rights for infringement thereof, including, but not limited to past infringements with respect to which Assignor waives any right to receive any portion thereof.

Assignor covenants that Assignor has the full right to enter into this Assignment and further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the legal and record owner of each of the rights hereby conveyed.

[End of Substantive Provisions • Only Signature Page and Schedule A follow]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their authorized officers, all as of the day and year first above written.

ASSIGNOR:

SFX SPORTS GROUP, INC.

By: > Daniel Rosier
DANIEL C. ROSIER - COO
Name & Title

STATE OF California)
) SS
COUNTY OF Los Angeles)

Subscribed and sworn to before me by Daniel C. Rosier as the duly authorized COO of SFX Sports Group, LLC, this 17th day of August, 2006.

My Commission expires: March 18, 2007

Vickie L Hill
Notary Public, State at Large



LIVE NATION TELEVISION HOLDINGS, INC.

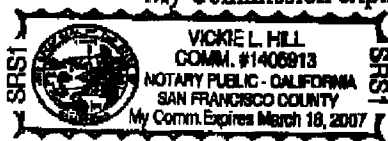
By: > Daniel C. Rosier
DANIEL C. ROSIER - SVP
Name & Title

STATE OF California)
) SS
COUNTY OF Los Angeles)

Subscribed and sworn to before me by Daniel C. Rosier as the duly authorized SVP of Live Nation Television Holdings, LLC, this 17th day of August, 2006.

My Commission expires: March 18, 2007

Vickie L Hill
Notary Public, State at Large



SCHEDULE A

[Schedule Attached Following This Sheet]

Trademarks

Outside Counsel File No.	Title	Registrant	Status	Reg. No.	Reg. Date	App. Serial No.	Filing Date	Renewal Date	Law Firm	Notes
066160.0542	PROSERV	Pro Serv Television	Registered	PA 280397	8/2/1985	Baker Botts				
F10471 066160.08743	THE SUPERSTARS & Design	Candid Productions, Inc.	Registered	229858	8/25/1978	397407	4/28/1976	8/25/2008	Baker Botts	
L10471 066160.0338	THE SUPERSTARS & Design	SFX Sports Group, Inc.	Registered	1083705	1/24/1978	73055813	6/23/1975	1/24/2008	Baker Botts	
L10472 066160.0341	THE SUPERTEAMS	SFX Sports Group, Inc.	Registered	1145289	12/30/1980	73190426	10/23/1978	12/30/2000	Baker Botts	
L10470 066160.0336	THE SUPERSTARS	SFX Sports Group, Inc.	Registered	1083704	1/24/1978	73055809	6/23/1975	1/24/2008	Baker Botts	
L10470.01 066160.0345	THE SUPERSTARS	SFX Sports Group, Inc.	Registered	1244560	7/5/1983	73335476	11/4/1981	7/5/2013	Baker Botts	
F10455 066160.0352	THE CANADIAN SUPERSTARS	Candid Productions, Inc.	Registered	262834	9/25/1981	397408	4/28/1976	9/25/2011	Baker Botts	
F10437 066160.0255	PROSERV	Proserv, Inc.	Registered	135632	2/8/2000	135632	4/1/1996	4/1/2006	Baker Botts	
F10437.01-DNR 066160.0261	PROSERV	Proserv, Inc.	Registered	4038163	8/1/1997	9342495	9/12/1995	8/1/2007	Baker Botts	Will not renew
F10437.02-DNR 066160.0263	PROSERV	Proserv, Inc.	Registered	4158098	6/19/1998	9342795	9/12/1995	6/19/2008	Baker Botts	Will not renew
066160.0260	PROSERV	Proserv, Inc.	Registered	4019712	6/27/1997	9342395	9/12/1995	6/27/2007	Baker Botts	Will not renew
F10437.03 066160.0262	PROSERV	Proserv, Inc.	Registered	4359314	2/4/2000	9342695	9/12/1995	2/4/2010	Baker Botts	
F10438 066160.0253	PROSERV & Design	Proserv, Inc.	Registered	299122	1/11/1985	479665	12/14/1981	1/11/2015	Baker Botts	
F10437.066160.0247	PROSERV	Proserv, Inc.	Registered	709067	11/28/1997	709067	12/18/1981	5/21/2006	Baker Botts	Will not renew
L11983 066160.0534	THE WOMEN SUPERSTARS	SFX Sports Group, Inc.	Pending	78157007		78157007	8/22/2002		Baker Botts	
L11982 066160.0535	THE WOMEN SUPERSTARS & Design	SFX Sports Group, Inc.	Pending	78157282		78157282	8/23/2002		Baker Botts	
L10481 066160.0348	U.S. PROFESSIONAL FIGURE SKATING CHAMPIONSHIPS	SFX Sports Group, Inc.	Registered	2196781 Supp. Reg.	10/13/1998	75279351	4/22/1997	10/13/2008	Baker Botts	
L10482 066160.0244	VIDEO FIELD TRIPS & Design	Proserv, Inc.	Registered	1517062	12/20/1988	73680010	8/24/1987	12/20/2008	Baker Botts	
L10569 066160.0422	ICE WARS	SFX Family Entertainment, Inc.	Registered	2524453	1/1/2002	76051531	5/18/2000	1/1/2012	Baker Botts	
F10470 066160.0350	THE SUPERSTARS	Candid Productions, Inc.	Registered	229857	8/25/1978	397406	4/28/1976	8/25/2008	Baker Botts	
066160.0249	PROSERV (stylized)	Proserv, Inc.	Registered	709066	5/21/1996	709066	5/21/1996		Baker Botts	

COPYRIGHTS

Outside Counsel File No.	Title	Registrant	Status	Reg. No.	Reg. Date	Law Firm	Notes
66160.0334	A HARD ROAD TO GLORY	Pro Serv Television	Registered	PA 280397	8/2/1985	Baker Botts	