

## 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
World Fighting Alliance, Inc.		12/06/2006	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	WFA Enterprises, LLC		
Street Address:	2960 West Sahara Avenue		
Internal Address:	Suite 100		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89102		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78844882	KING OF THE STREETS	
Serial Number:	78688092	WFA WORLD FIGHTING ALLIANCE	
CORRESPONDENCE DATA			
Fax Number:	(212)822-5423		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-530-5000		
Email:	jnici@milbank.com		
Correspondent Name:	Milbank, Tweed, Hadley & McCloy LLP		
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Address Line 2:	Rm. 4640		
Address Line 4:	New York, NEW YORK 10005-1413		
ATTORNEY DOCKET NUMBER:	36784-08300		
NAME OF SUBMITTER:	Janis Nici		

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REEL: 003441 FRAME: 0658

Signature:

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Date:

12/11/2006

Total Attachments: 5

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**TRADEMARK ASSIGNMENT**

**WHEREAS**, World Fighting Alliance, Inc., a corporation organized and existing under the laws of the State of Nevada, having a place of business at 520 South Fourth Street, 2<sup>nd</sup> Floor, Las Vegas, Nevada 89101 (the "Assignor") has applied for federal registration of the following mark (the "King Word Mark"):

<b>MARK (Ser. No. 78844882)</b>	<b>SERVICES DESCRIPTION</b>
KING OF THE STREETS	Entertainment, namely live stage shows and performances featuring mixed martial arts; educational services, namely, providing information on the subject of sports and entertainment; providing a website on global computer networks featuring information on the subject of sports and entertainment; production of entertainment shows and interactive entertainment programs for distribution via television, cable, satellite, audio and video media cartridges, laser discs, computer discs and electronic means; production and distribution of entertainment shows and news programs via global communication networks

**WHEREAS**, Assignor owns a federal application for the King Word Mark on the Principal Register of the United States Patent and Trademark Office in connection with the services identified therein, Serial No. 78844882 filed on March 23, 2006;

**WHEREAS**, Assignor has applied for federal registration of the following mark (the "WFA Word Mark"):

<b>MARK (Ser. No. 78688092)</b>	<b>GOODS and SERVICES DESCRIPTION</b>
WFA WORLD FIGHTING ALLIANCE	Address books; photograph albums; appliques in the form of decals; appointment books; arts and craft paint kits; autograph books; baby books; paper party bags; ball-point pens; binders; bookends; bookmarks; books featuring mixed martial arts; paper gift wrap bows; paper cake decorations; calendars; gift cards; greeting cards; cartoon strips; pen and pencil cases; decorative paper centerpieces; chalk; children's activity books; modeling clay; paper table cloths; coloring books; comic strips; comic books; paper party decorations; diaries; gift wrapping paper; magazines featuring mixed martial arts; paper party hats; periodicals featuring mixed martial arts; paper napkins; pens; pencils; stationery; stickers; posters;

	<p>notebooks; memo pads; erasers; pencil sharpeners; paper staplers; writing paper; envelopes; paper weights; paper coasters; paper mats; drawing rulers; entertainment newspapers; photographs; postcards; trading cards; paper shopping bags</p> <p>entertainment services, namely production of martial arts competitions, events, information, entertainment shows and interactive programs both live and for distribution via television, cable, satellite, audio and video media, cartridges, video and computer discs, and communication and global computer networks</p> <p>Pre-recorded audio cassettes, phonograph records, compact discs, pre-recorded video cassettes, laser video discs, digital video discs, digital versatile discs, CD-ROM discs all featuring mixed martial arts competitions, events and programs; computer game programs; motion picture films in the field of mixed martial arts; eyeglasses; sunglasses; video game cartridges and discs</p> <p>Sleeping bags; plastic cake decorations; drinking straws; figurines of wood, wax, plaster, or plastic; picture frames; jewelry cases not of precious metal; decorative mobiles; pillows; statues of wood, wax, plaster, or plastic; mirrors; plastic ornamental police and detective badges</p> <p>Afghans; bath linen; bed blankets; bed sheets; crib bumpers; pillow cases; comforters; curtains; bed skirts; kitchen towels; table linen; bed linen; quilts; towels; washcloths; handkerchiefs; bed spreads; cloth flags; fabric flags; cloth pennants; felt pennants</p> <p>Rubber action balls; action figures and accessories; action skill games; bean bag dolls; plush toys; balloons; golf balls; tennis balls; bath toys; Christmas tree ornaments; board games; toy building blocks; equipment sold as a unit for playing card games; dolls and doll clothing; doll playsets; children's play cosmetics; crib toys; electric action toys; manipulative games; golf gloves; golf ball markers; jigsaw puzzles; kites; toy mobiles; music box toys; party favors in the nature of small toys; inflatable, waterproof toys to use for play and floating in pools and other water recreation areas; children's multiple activity toys; baby's multiple activity toys; wind-up toys; target</p>
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	<p>games; disc-type toss toys; toy bow and arrows; toy vehicles; toy model cars and trucks; plastic toy bucket and shovel sets for use in sand and beaches; roller skates; toy model hobbycraft kits; toy rockets; toy guns; toy holsters; musical toys; badminton sets; bubble making wands and solution sets; molded plastic toy figurines; toy banks; puppets; yo-yos; skateboards; toy scooters; non-motorized scooters; face masks; hand-held electronic games; playing cards</p> <p>gloves; polo shirts; golf shirts; sports shirts; vests; baby booties; belts; neckties; suspenders; beach sandals; infant and toddler sleepwear; robes; nightshirts and night gowns; pajamas and loungewear; diaper sets; toddler short sets; jogging suits; rompers; boys short sets; socks; playsuits; coveralls; skirts; blouses; pants; slacks; jackets; referees and umpires uniforms; athletic uniforms; team uniform reproductions; sweaters; parkas; turtlenecks; mittens and gloves; bowties; scarves; ear muffs; headbands; rainwear, namely rain ponchos and jackets; footwear, namely shoes, boots and slippers; nylon shells; visors; aprons; cloth baby and ski bibs; canvas footwear; wind resistant jackets; Halloween and masquerade costumes; blazers; leg warmers; jeans; leotards; workout and sports apparel, namely jackets and slacks</p> <p>Athletic bags; baby backpacks; backpacks; beach bags; book bags; diaper bags; duffel bags; gym bags; tote bags; coin purses; fanny packs; knapsacks; waist packs; textile shopping bags; umbrellas; wallets; luggage; handbags; purses; walking canes for non-medical purposes</p>
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**WHEREAS**, Assignor owns a federal application for the WFA Word Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and services identified therein, Serial No. 78688092 filed on August 8, 2005;

**WHEREAS**, the Assignor has adopted, used and is using the common law service mark “WFA” (the “WFA Mark”);

**WHEREAS**, the Assignor has adopted, used and is using the common law service mark “WFA.TV” (the “WFA.TV Mark”);

**WHEREAS**, the Assignor has adopted, used and is using the common law service mark “WORLD FIGHTING ALLIANCE.TV”) (the “FIGHTING.TV Mark”)

**WHEREAS**, the Assignor has adopted, used and is using a circular cage and has adopted, used and is using trade dress associated with said cage (the "WFA Cage Mark"); and

**WHEREAS**, WFA Enterprises, LLC, a limited liability company organized and existing under the laws of the State of Nevada, having a place of business at 2960 West Sahara Avenue, Suite 100, Las Vegas, Nevada 89102 ("Assignee"), desires to acquire the King Word Mark, the WFA Word Mark, WFA Mark, the WFA.TV Mark, the FIGHTING.TV Mark and the WFA Cage Mark (collectively, the "Marks"), together with the goodwill of the business symbolized by the Marks, including any and all common law rights associated therewith and any registrations that will issue in Assignor's name in connection 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 and applications, together with the goodwill of the business symbolized by the Marks. Further, Assignor hereby assigns (a) the King Word Mark in application no. 78844882 as part of the entire business to which the King Word Mark pertains and (b) the WFA Word Mark in application no. 78688092 as part of the entire business to which the WFA Word Mark pertains as required by Section 15 U.S.C. 1060. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, said Assignor has executed and delivered this instrument this 6<sup>th</sup> day of December, 2006.

WFA ENTERPRISES, LLC

By: [Signature]  
Name: Dana White  
Title: President

WORLD FIGHTING ALLIANCE, INC.

By: [Signature]  
Name: T. Louis Palazzo  
Title: Chairman

By: [Signature]  
Name: Ross C. Goodman  
Title: President

STATE OF NEVADA  
COUNTY OF Clark

BEFORE ME, a Notary Public in and for said County and State, did personally appear T. Louis Palazzo, Chairman of World Fighting Alliance, Inc., who acknowledged to me that he did sign the foregoing instrument and that same is his free act and deed, both individually and as such officer of said company.

IN TESTIMONY WHEREOF, I have hereunto set my hand and official seal at Las Vegas, Nevada, this 6<sup>th</sup> day of December, 2006.

[Signature]  
NOTARY PUBLIC

