

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
Head2Head Sports LLC		01/02/2007	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	Sports Enthusiast Media LLC		
Street Address:	205 Bishops Way		
City:	Brookfield		
State/Country:	WISCONSIN		
Postal Code:	53005		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2905190	HEAD2HEAD	
Registration Number:	2345120	H2H	
Serial Number:	77061076	H2H	
CORRESPONDENCE DATA			
Fax Number:	(404)572-5128		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404.572.2611		
Email:	vfitzpatrick@kslaw.com		
Correspondent Name:	King & Spalding LLP		
Address Line 1:	1180 Peachtree Street		
Address Line 2:	c/o Vandy F. Fitzpatrick		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Vandy F. Fitzpatrick		
Signature:	/S/ Vandy F. Fitzpatrick		

CH \$90.00 2905190

Date:

01/12/2007

Total Attachments: 4

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Assignment of Trademarks, Service Marks and Trade Names

Head2Head Sports LLC, an Arizona limited liability company (“Assignor”), for good and valuable consideration, receipt of which is hereby acknowledged, by these presents does hereby irrevocably assign, transfer and convey, free from all restrictions and limitations, unto Sports Enthusiast Media LLC, a Delaware limited liability company (“Assignee”), its successors and assigns, all right, title, interest, and ownership of Assignor in and to all of their trademarks, service marks and trade names, together with all goodwill attendant thereto and/or symbolized by such trademarks, service marks and trade names, including but not limited to all of the trademarks, service marks and trade names registered, or the subject of an application for registration, in the United States Patent and Trademark Office, as listed on Schedule A annexed hereto, together with any and all renewals and extensions thereof, along with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation whether prior to or subsequent to the date hereof, of any of such trademarks, service marks and trade names, or of any proprietary or other rights in any or all such trademarks, service marks and trade names (the “Trademarks”).

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.

Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment. Without limiting the foregoing, Assignor hereby irrevocably appoints Assignee and each of Assignee’s officers signing singly as attorney-in-fact with full power (and coupled with an interest), with full power of substitution, to be Assignor’s true and lawful attorney, in Assignor’s name, place and stead, to execute, acknowledge, swear to and file all documents (including but not limited to any instrument of assignment, transfer and/or conveyance) and to take all actions which Assignee deems necessary, appropriate or desirable to effectuate the parties’ intent under this Assignment.

[signature pages follow]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of January 2, 2007.

Head2Head Sports LLC,
a Delaware limited liability company

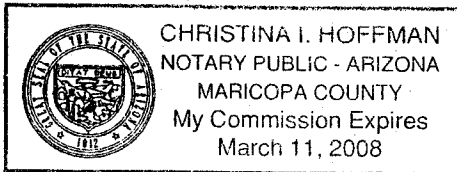
By: W. Reinking
Name: William Reinking
Title: Founder

ACKNOWLEDGEMENT

State of ARIZONA)
) ss:
County of MARICOPA)

On the 2 day of JAN in the year 2007 before me, the undersigned, personally appeared WILLIAM REINKING JR. FOUNDER HEAD2HEAD SPORTS, LLC personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Christina I. Hoffman
Notary Public




Sports Enthusiast Media LLC,
a Delaware limited liability company

By: 
Name: Brent Diamond
Title: Chief Executive Officer

A C K N O W L E D G E M E N T

State of New York)
) ss:
County of New York)

On the 2nd day of January in the year 2007 before me, the undersigned, personally appeared BRENT DIAMOND personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

Barry A. Cassell
Notary Public, State of New York
No. 02CA6133045
Qualified in New York County
Commission Expires September 8, 2009

Schedule A

Registrations

Country	Mark	Registration No.	Issue Date
United States	Head2Head	2,905,190	11-23-04
United States	H2H	2,345,120	4-25-00

Applications

Country	Service Mark	Application Serial No.
United States	H2H	77/061,076

Schedule A