

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|---|-----------------------|
| 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. | | 01/05/2007 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | David B. Falk | | |
| Street Address: | 6712 Arroyo Court | | |
| City: | Rockville | | |
| State/Country: | MARYLAND | | |
| Postal Code: | 20852 | | |
| Entity Type: | INDIVIDUAL: UNITED STATES | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76351091 | FAME FALK ASSOCIATES MANAGEMENT ENTERPRISES | |
| Registration Number: | 3160991 | FALK ASSOCIATES MANAGEMENT ENTERPRISES | |
| Registration Number: | 3136125 | FAME | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)942-5999 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 202-942-5161 | | |
| Email: | trademarkdocketing@aporter.com | | |
| Correspondent Name: | Roberta L. Horton | | |
| Address Line 1: | 555 Twelfth Street, N.W. | | |
| Address Line 2: | IP Docketing, Arnold & Porter LLP | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20004 | | |
| NAME OF SUBMITTER: | Roberta L. Horton | | |
| Signature: | /Roberta L. Horton/ | | |

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Date:

03/21/2007

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

This Assignment is made effective as of the 5th day of January, 2007, by SFX Sports Group, Inc., a Delaware corporation ("Assignor"), in favor of David B. Falk, a Maryland resident ("Assignee").

WHEREAS, Assignor owns all worldwide right, title, and interest in and to the service marks FALK ASSOCIATES MANAGEMENT ENTERPRISES in block letters, FAME FALK ASSOCIATES MANAGEMENT ENTERPRISES in stylized form and block letters as depicted in Schedule A and FAME in block letters, all as depicted in Schedule A and all for use in connection with "agency representation for sports, entertainment and celebrity figures", and "financial consultation services for sports, entertainment and celebrity figures", as well as U. S. Registration Nos. 3,160,991 and 3,136,125 and U.S. Application Serial No. 76/351,091 (collectively, the "Marks"), together with the goodwill of the business symbolized thereby;

WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest in and to the Marks worldwide, together with the goodwill symbolized thereby; and

WHEREAS, Assignor has agreed to assign and transfer to Assignee all right, title, and interest owned by Assignor in the Marks worldwide, together with the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and intending to be legally bound hereby, Assignor agrees as follows:

1. Assignor hereby assigns, transfers, conveys, and grants to Assignee all right, title, and interest now owned and possessed by Assignor in and to the Marks worldwide, including but not limited to U. S. Registration Nos. 3,160,991 and 3,136,125 and U.S. Application Serial No. 76/351,091, together with the goodwill symbolized thereby.

2. Assignor further hereby assigns, transfers, conveys, and grants to Assignee all rights of action at law and suits in equity to recover for past infringements of the Marks currently known to and/or being prosecuted by Assignor as of the date hereof or that may become known after the date of this Assignment.

3. Assignor hereby represents and warrants that there are no outstanding liens or encumbrances on the Marks, or that Assignor shall promptly cause any security interests recorded against the Marks with the U.S. Patent and Trademark Office to be released, and shall provide all information and other assistance necessary to implement this release.

SFX Sports Group, Inc.


By:

DANIEL C. ROSIER
Printed Name

COO-SFX SPORTS GROUP
Title

Daniel C. Rosier
Signature

Date: 1/5/07

| Trademark | Serial/Registration No. Filing/Registration Date | Goods/Services |
|---|---|--|
| FALK ASSOCIATES MANAGEMENT ENTERPRISES | 3,160,991 October 17, 2006 | Class 35: agency representation for sports, entertainment and celebrity figures Class 36: financial consultation services for sports, entertainment and celebrity figures |
| FAME FALK ASSOCIATES MANAGEMENT ENTERPRISES  | 76/351,091 December 20, 2001 | Class 35: agency representation for sports, entertainment and celebrity figures Class 36: financial consultation services for sports, entertainment and celebrity figures |
| FAME | 3,136,125 August 29, 2006 | Class 35: agency representation for sports, entertainment and celebrity figures Class 36: financial consultation services for sports, entertainment and celebrity figures |