

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.		01/05/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DAVID B. FALK		
Street Address:	6712 ARROYO COURT		
City:	ROCKVILLE		
State/Country:	MARYLAND		
Postal Code:	20812		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3160991	FALK ASSOCIATES MANAGEMENT ENTERPRISES	
Registration Number:	3136125	FAME	
Serial Number:	76351091	FAME FALK ASSOCIATES MANAGEMENT ENTERPRISES	
CORRESPONDENCE DATA			
Fax Number:	(310)860-0363		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-777-3755		
Email:	ESCHWIMMER@KMWLAW.COM		
Correspondent Name:	ELLIE SCHWIMMER		
Address Line 1:	9720 WILSHIRE BLVD., PENTHOUSE		
Address Line 4:	BEVERLY HILLS, CALIFORNIA 90212		
ATTORNEY DOCKET NUMBER:	10567-00005A-90, 91, 92		
NAME OF SUBMITTER:	ELLIE SCHWIMMER		
Signature:	/ES/		

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Date:

04/12/2007

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