

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Elmore Group, Ltd.		05/03/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Omnicom Group, Inc.
Street Address:	437 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: NEW YORK

Name:	David G. Elmore
Street Address:	21848 Pacific Coast Hwy
City:	Malibu
State/Country:	CALIFORNIA
Postal Code:	90265
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2016660	SPORTSMARK

CORRESPONDENCE DATA

Fax Number: (303)629-3450
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (303) 629-3400
 Email: banks.katina@dorsey.com
 Correspondent Name: Katina C. Banks

CH \$40.00 2016660

Address Line 1: 370 Seventeenth Street
Address Line 2: Republic Plaza Building
Address Line 4: Denver, COLORADO 80202-5647

ATTORNEY DOCKET NUMBER:	41132US~442245-2
NAME OF SUBMITTER:	Katina C. Banks
Signature:	/KCB 2928/
Date:	05/04/2007

Total Attachments: 1
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, The Elmore Group, Ltd., a Delaware corporation, having its principal offices at 1334 Parkview Avenue, Suite 210, Manhattan Beach, CA 90266 (hereinafter "ASSIGNOR") owns the entire right, title and interest in and to the mark "SPORTSMARK" (hereinafter the "Mark"), which is the subject of U.S. Registration No. 2,016,660; and

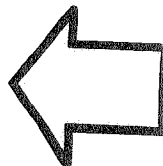
WHEREAS, Omnicom Group, Inc., a New York corporation, having its principal offices at 437 Madison Avenue, New York, NY 10022, and David G. Elmore, an individual residing in Malibu, California (hereinafter "ASSIGNEES"), desire to acquire the entire right, title and interest in and to the Mark.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, ASSIGNOR does hereby sell, transfer and assign nunc pro tunc as of January 1, 2005, to ASSIGNEES, its successors and assigns, its entire right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

IN WITNESS WHEREOF, ASSIGNOR has caused this document to be duly executed this 3 day of May, 2007.

THE ELMORE GROUP, LTD.

By: David G. Elmore
David G. Elmore,
Chairman & CEO



Subscribed and sworn to before me
this 3 day of May, 2007

Debra M. Diekmann
Notary Public
In and for the State of California
County of Los Angeles

