

## 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
JBS Sports, Inc.		09/10/2007	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	76356073	PREMIUM TICKET
Serial Number:	76325910	RIVALS.COM
Serial Number:	75713384	RIVALS.COM
Serial Number:	75713381	RIVALS.COM
Serial Number:	75802513	RIVALS100

## CORRESPONDENCE DATA

Fax Number: (818)524-3001

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 818.524.5849

Email: marshae@yahoo-inc.com

Correspondent Name: Marsha Erickson

Address Line 1: 3333 W. Empire Avenue

Address Line 4: Burbank, CALIFORNIA 91504

ATTORNEY DOCKET NUMBER:

JBS SPORTS ASSIGNMENT

900086907

TRADEMARK  
REEL: 003621 FRAME: 0294

CH \$140.00 76356073

NAME OF SUBMITTER:	Marsha Erickson
Signature:	/Marsha Erickson/
Date:	09/14/2007
Total Attachments: 1 source=Assignment from JBS Sports to Yahoo!#page1.tif	

## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is made the 10<sup>th</sup> day of September, 2007 by and between:

1. JBS SPORTS, INC., a corporation duly organized and existing under the laws of Delaware, with its address at 10 Cadillac Drive, Suite 400, Brentwood, Tennessee, U.S.A. (hereinafter referred to as the "**Assignor**") of the first part, and
2. YAHOO! INC., a corporation duly organized and existing under the laws of Delaware, with its address at 701 First Avenue, Sunnyvale, California 94089, U.S.A. (hereinafter referred to as the "**Assignee**") of the other part.

WHEREAS the Assignor has adopted, used, and is using, and is the owner of the trademarks for which registrations have been issued in the United States Patent and Trademark Office, as listed here:

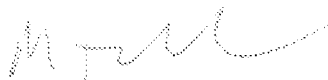
TRADEMARK	Ser. Number	Reg. No.
PREMIUM TICKET	76/356,073	2,683,028
RIVALS.COM	76/325,910	2,680,233
RIVALS.COM	75/713,384	2,543,330
RIVALS.COM	75/713,381	2,559,428
RIVALS100	75/802,513	2,687,750

WHEREAS the Assignor has agreed to assign unto the Assignee all right, title and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark;

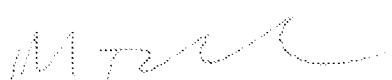
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee the trademark, together with the goodwill of the business symbolized by the trademark, and the registration for the trademark identified above, to be entered on the records of the U.S. Patent and Trademark Office as the subsequent owner of the said trademark.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused these presents to be executed the day and year first above written.

Assignee  
YAHOO! INC.

  
\_\_\_\_\_  
Name: Michael J. Callahan  
Title: Executive Vice President

Assignor  
JBS SPORTS, INC.

  
\_\_\_\_\_  
Name: Michael J. Callahan  
Title: Secretary