

TRADEMARK ASSIGNMENT

Electronic 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
LIVE NATION WORLDWIDE, INC.	FORMERLY SFX ENTERTAINMENT, INC.	10/18/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SFX SPORTS HOLDINGS, INC.		
Street Address:	888 7TH AVENUE		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2535679	SFX	
Registration Number:	2641611	SFX	
Registration Number:	2721943	SFX	
Registration Number:	2447529	SFX ENTERTAINMENT	
CORRESPONDENCE DATA			
Fax Number:	(310)860-0363		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-248-3830		
Email:	USPTO@KMWLAW.COM		
Correspondent Name:	LARRY W. MCFARLAND		
Address Line 1:	9720 WILSHIRE BLVD., PENTHOUSE		
Address Line 4:	BEVERLY HILLS, CALIFORNIA 90212		
ATTORNEY DOCKET NUMBER:	10567-00005 ASSIGNMENT		
NAME OF SUBMITTER:	LARRY W. MCFARLAND		

CH \$115.00 2535679

Signature:

/LWM/

Date:

11/08/2007

Total Attachments: 7

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective October 18, 2007 (the "Effective Date") is by and between **LIVE NATION WORLDWIDE, INC.** (f/k/a SFX Entertainment, Inc.), a Delaware Corporation having a business address of 9348 Civic Center Drive, Beverly Hills, CA 90210 ("Assignor") and **SFX SPORTS HOLDINGS, INC.**, a Delaware Corporation having a business address of 888 7th Avenue, New York, New York 10021 ("Assignee") (Assignor and Assignee each individually referenced herein as a "Party" and collectively as the "Parties").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to trademarks, service marks and associated registrations for various goods/services as set forth in **EXHIBIT A** and **EXHIBIT B** attached hereto, together with all goodwill associated therewith;

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the marks and associated registrations for the specific goods/services as identified by classification and set forth in **EXHIBIT A**, together with all goodwill associated therewith (hereinafter, the "Transferred Marks") pursuant to the terms of this Assignment.

WHEREAS, the Parties acknowledge and agree that Assignor shall retain all rights in and to the marks and associated registrations for the specific goods/services as identified by classification and set forth in **EXHIBIT B**, together with all goodwill associated therewith (hereinafter, the "Excluded Marks") which shall in no way be included with this Assignment.

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged, the Parties agree as follows:

1. ASSIGNMENT.

Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee, all of Assignor's rights, title and interest in, to, and under, the Transferred Marks together with the goodwill associated therewith, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action, either in law or in equity for past, present or future infringement of said Transferred Marks. Such rights, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors and assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

2. EXCLUDED MARKS.

Assignor shall retain all rights in and to the Excluded Marks together with the goodwill associated therewith.

3. RECORDALS/FURTHER ASSURANCES.

Assignor shall record this Assignment with the United States Patent and Trademark Office as well as in any other appropriate jurisdiction with respect to registrations set forth in **EXHIBIT A**. Assignor shall execute and deliver to Assignee all such further instruments, assignments, assurances and other documents as Assignee may reasonably request or as may be necessary to more fully assign and convey to and vest in Assignee all rights in and to the Transferred Marks as provided herein and to preserve Assignor's rights in and to the Excluded Marks.

4. ORIGINALS/COUNTERPARTS.

The Parties shall execute multiple originals of this Assignment. This Assignment may be executed in counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment to be effective as of the Effective Date.

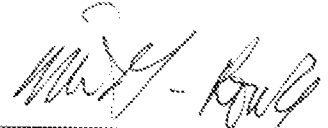
ASSIGNOR:

ASSIGNEE:

LIVE NATION WORLDWIDE, INC. (f/k/a
SFX Entertainment, Inc.)

SFX SPORTS HOLDINGS, INC.

By: 

By: 

Name: Michael Rowles


Name: Michael Rowles

Title: General Counsel




Title: General Counsel

EXHIBIT A

TRANSFERRED MARKS

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
SFX	USA	76000327	03/14/2000	2535679	02/05/2002	<p>Class 35 agency representation for athletes, professional sports groups, event host committees and media talent; business management, corporate consulting, event management services, business marketing and consulting services in the fields of sports, news and entertainment; securing naming rights sponsorship agreements for professional sports and college arenas; marketing consulting services; development and management of motor sports and specialized motor sport events; promoting ticket sales and "VIP" privileges for live entertainment events</p> <p>Class 38 broadcasting entertainment events over a global computer network.</p> <p>Class 41 providing entertainment news, national schedules of live entertainment events and profiles of entertainers and athletes over a global computer network and in print form</p>
	USA	76000328	08/14/2000	2641611	10/29/2002	<p>Class 35 promoting a variety of live entertainment events, namely, live concerts, festivals, theatrical shows, shows for the entertainment of children, magic shows, rib cook-offs, thrill shows, motor sports events and supercross events for others and merchandise related thereto; development and management of musical, theatrical and family/variety tours and shows; agency representation for athletes, professional sports groups, event host committees and media talent; business management, corporate consulting, event</p>




Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
						<p>management services, business marketing and consulting services in the fields of sports, news and entertainment; securing naming rights sponsorship agreements for professional sports and college arenas; retail merchandise services featuring clothing and entertainment souvenirs offered through a global computer network, retail stores, and at entertainment venues; marketing consulting services; development and management of motor sports and specialized motor sport events; promoting ticket sales and "VIP" privileges for live entertainment events; promoting the sale of fantasy sports and entertainment packages; providing auction services for fantasy sports and entertainment packages</p> <p>Class 38 broadcasting entertainment events over a global computer network.</p> <p>Class 41 production of live entertainment events, namely, live concerts, festivals, theatrical shows, shows for the entertainment of children, magic shows, rib cook-offs, thrill shows, motor sports events, supercross events and sporting events; production and distribution of television programs and network radio programming services; production and development of motion pictures; television programming services for others; providing entertainment news, national schedules of live entertainment events and profiles of entertainers and athletes over a global computer network and in print form; operating venues for hosting live entertainment, namely, theaters, amphitheaters, concert halls, sports arenas and clubs.</p>

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
	USA	76105047	08/08/2000	2721943	6/3/2003	Class 35 agency representation for athletes, professional sports groups, event host committees and media talent; corporate consulting, event management services, business marketing and consulting services in the fields of sports, news and entertainment Class 41 production of live entertainment events, namely, sporting events.
SFX ENTERTAINMENT	USA	75800800	08/15/1999	2447529	5/1/2001	Class 35 agency representation for athletes, professional sports groups and broadcasters; business management, event management services, and business marketing consulting services in the fields of sports, news, and entertainment
	Japan	2002-061547	01/31/2001	4825832	12/17/2004	Classes 35, 39 & 41
	Japan	2003-101069	11/14/2003	4804990	9/24/2004	Classes 41
SFX	Australia	n/a	12/21/2000	861268	5/22/2003	Classes 9, 35, 41
SFX ENTERTAINMENT	Canada	1041575	01/05/2000	TMA 562557	5/27/2002	(1) Promoting a variety of live concerts, festivals, theatrical shows, shows for the entertainment of children, magic shows, rib cook-offs, thrill shows, motor sport events and supercross events for others; development and management of musical and theater tours; agency representation for athletes, professional sports groups and broadcasters; business management, event management services, and

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
						<p>featuring clothing and entertainment souvenirs; operating venues for hosting live entertainment, namely, theaters, amphitheatres, concert halls and clubs; production of a variety of live concerts, festivals, theatrical shows, shows for the entertainment of children, magic shows, rib cook-offs, thrill shows, motor sport events and supercross events; production and distribution of television programs; television programming services for others.</p> <p>(2) Promoting a variety of live entertainment events for others; development and management of musical and theatrical tours; agency representation for athletes, professional sports groups and broadcasters; business management, event management and business marketing consulting services in the fields of sports, news and entertainment; retail merchandise services featuring clothing and entertainment souvenirs; operating venues for hosting live entertainment, namely, theaters, amphitheatres, concert halls and clubs; production of a variety of live entertainment events; production and distribution of television programs; television programming services.</p>

EXHIBIT B

EXCLUDED MARKS

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
SFX	USA	76000327	03/14/2000	2535679	02/05/2002	Class 36 Financial consulting services
	USA	76000328	08/14/2000	2641611	10/29/2002	Class 36 Financial consulting services
	USA	76105047	08/08/2000	2721943	6/3/2003	Class 36 Financial consulting services
	Japan	2002-061547	01/31/2001	4825832	12/17/2004	Class 36
SFX	Australia	n/a	12/21/2000	861268	5/22/2003	Class 36