

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 HOLDINGS, INC.		10/18/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LIVE NATION WORLDWIDE, INC.		
Street Address:	9348 CIVIC CENTER DRIVE		
City:	BEVERLY HILLS		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2150094	THE MARQUEE GROUP	
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:	10567-00005A-095		
NAME OF SUBMITTER:	LARRY W. MCFARLAND		
Signature:	/LWM/		
Date:	11/13/2007		

CH \$40.00 2150094

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective October 18, 2007 (the "Effective Date") is by and between **SFX SPORTS HOLDINGS, INC.**, a Delaware Corporation having a business address of 888 7th Avenue, New York, New York 10021 ("Assignor") and **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 ("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**, 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.

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. 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.

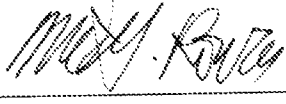
3. ORIGINALS/COUNTERPARTS.

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:

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

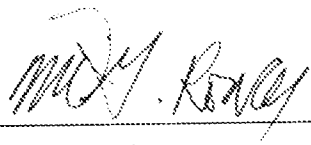
By: 

Name: Michael Rowles

Title: General Counsel

ASSIGNEE:

SFX SPORTS HOLDINGS, INC.

By: 

Name: Michael Rowles

Title: General Counsel

TRADEMARK

REEL: 003660 FRAME: 0075

EXHIBIT A

TRANSFERRED MARKS

Mark	Country	Serial No.	Filing Date	Reg. No.	Reg. Date	Goods/Services by Class
THE MARQUEE GROUP	USA	75081230	03/29/1996	2150094	04/14/1998	Class 35 agency services for representing and marketing sports personalities and entertainment celebrities; promoting sporting competitions and entertainment events of others. Class 41 Organizing and presenting entertainment events in the nature of athletic competitions, games, team sports and musical and theatrical productions.