

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jayski, LLC		03/02/2007	LIMITED LIABILITY COMPANY: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESPN Starwave Partners		
<b>Doing Business As:</b>	DBA ESPN Internet Ventures and EIV		
<b>Street Address:</b>	ESPN Plaza		
<b>City:</b>	Bristol		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06010-7454		
<b>Entity Type:</b>	PARTNERSHIP: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2600931	JAYSKI'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(585)263-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	nytm@nixonpeabody.com		
<b>Correspondent Name:</b>	Richard P. Flaggert		
<b>Address Line 1:</b>	1100 Clinton Square		
<b>Address Line 4:</b>	Rochester, NEW YORK 14604		
<b>ATTORNEY DOCKET NUMBER:</b>	39928/1		
<b>NAME OF SUBMITTER:</b>	Richard P. Flaggert		
<b>Signature:</b>	/Richard P. Flaggert/		

CH \$40.00 2600931

Date:

11/21/2007

**Total Attachments: 3**

source=Trademark Assignment (JAYSKI'S)#page1.tif

source=Trademark Assignment (JAYSKI'S)#page2.tif

source=Trademark Assignment (JAYSKI'S)#page3.tif

## TRADEMARK ASSIGNMENT

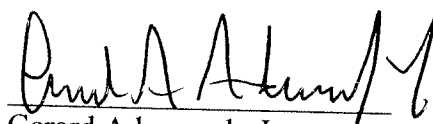
**WHEREAS**, Jayski, LLC and Parent (“Assignor”), a limited liability company organized and existing under the laws of North Carolina, having an address c/o Gerard Adamczyk, Jr., 135 Teakwood Lane, Mooresville, North Carolina 281117, has adopted and is using trademarks and patents which are registered with the United States Patent and Trademark Office which are identified by registration numbers on the attached Schedule A (hereinafter called the “Trademarks” and “Patents”); and

**WHEREAS**, ESPN Starwave Partners d/b/a ESPN Internet Ventures and EIV (“Assignee”), a New York General Partnership, having a principal place of business at ESPN Plaza, Bristol, Connecticut, 06010-7454, is desirous of acquiring the Trademarks and Patents and the goodwill associated therewith and the registrations of the Trademarks and Patents.

**NOW THEREFORE**, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Assignor, the Assignor by these presents sells, transfers, assigns and conveys unto the Assignee the entire right, title and interest in and to the Trademarks and Patents, the registrations thereof, together with the goodwill of the business in connection with which the Trademarks and Patents are used and which are symbolized by the Trademarks and Patents and by the registrations.

IN WITNESS WHEREOF, this assignment has been executed by a duly authorized officer of the Assignor as of this 2 day of March, 2007.

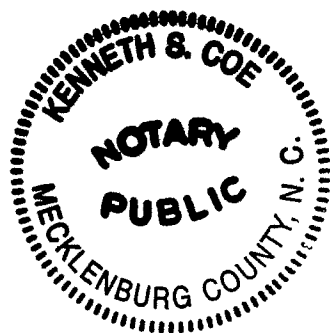
JAYSKI, LLC


By:   
Gerard Adamczyk, Jr.  
Member-Manager

STATE OF NORTH CAROLINA  
:ss.: City of CHARLOTTE  
COUNTY OF MECKLENBURG

On March 5, 2007 before me the undersigned authority, personally appeared Gerard Adamczyk, Jr. personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



  
Notary Public

**My Commission Expires August 16, 2011**

**Schedule A**  
**To Trademark Assignment**

As referenced in Schedule 1.1 of the Asset Purchase Agreement, the below trademark has been assigned to the Assignee by the Assignor/Seller:

Jayski Trademark

Word Mark JAYSKI'S  
FIRST USE IN COMMERCE: 19960826  
Serial Number 76308713  
Filing Date September 4, 2001  
Current Filing Basis 1A  
Original Filing Basis 1A  
Published for Opposition May 7, 2002  
Registration Number 2600931  
Registration Date July 30, 2002  
Live/Dead Indicator LIVE

Prior to assignment pursuant to the Asset Purchase Agreement, Assignor/Seller also claimed common law trademark rights to any and all words, phrases, symbols, product shapes and logos used to identify its good and services and to distinguish those goods and services from others. There are no filings with respect to such claims.