

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
Now Entertainment a/k/a Now Corporation		02/28/2008	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Sprint Communications Company L.P.
Composed Of:	COMPOSED OF US Telecom, Inc., a Kansas Corporation, sole general partner
Street Address:	6200 Sprint
City:	Overland Park
State/Country:	KANSAS
Postal Code:	66251
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	75955972	NOW NETWORK
Serial Number:	75950935	NOW
Registration Number:	2571508	NNN NOW NEWS NETWORK
Serial Number:	78002812	NOW NEWS TEAM
Registration Number:	2545084	NOW FM
Serial Number:	78009120	BUSINESS AT THE SPEED OF NOW

CORRESPONDENCE DATA

Fax Number: (913)523-7727
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 913-315-9326
 Email: uspto-tm@sprint.com
 Correspondent Name: Travis P. Boozer
 Address Line 1: 6391 Sprint Parkway
 Address Line 2: KSOPHT0101-Z2100

OP \$165.00 75955972

Address Line 4: Overland Park, KANSAS 66251

ATTORNEY DOCKET NUMBER:

NOW MARKS

NAME OF SUBMITTER:

Travis P. Boozer

Signature:

/Travis P. Boozer/

Date:

03/05/2008

Total Attachments: 2

source=NOWAssignment#page1.tif

source=NOWAssignment#page2.tif

EXHIBIT A**MEMORANDUM OF ASSIGNMENT**

This Trademark Assignment from Now Entertainment a/k/a Now Corporation ("Assignor") to Sprint Communications Company L.P., a Delaware limited partnership with offices at 6200 Sprint Parkway Overland Park, Kansas 66251 ("Company") is effective February 29, 2008.

- A. Assignor owns the following trademarks and associated trademark applications and registrations (the "Marks"):

Trademarks
NOW (U.S. Application Serial No. 75/950935)
NOW.COM (U.S. Application Serial No. 78/005432)
NOW NETWORK (U.S. Application Serial No. 75/955972)
NNN NOW NEWS NETWORK (U.S. Registration No. 2,571,508)
NOW NEWS TEAM (U.S. Registration No. 2,571,508)
NOW NEWS (U.S. Application No. 78/023693)
NOW FM (U.S. Registration No. 2,545,084)
BUSINESS AT THE SPEED OF NOW (U.S. Application Serial No. 78/009120)
BLUEWATER NETWORK (U.S. Registration No. 2,622,728)

- B. Company wants to acquire Assignor's right, title and interest in the Marks and the associated goodwill.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor irrevocably assigns to Company all rights, title and interest in and to the Marks, the goodwill of the business associated with the Marks, and trademark registrations and applications set forth above.

The parties agree that this Memorandum of Assignment may be signed electronically.

Signed:

Ralph Doherty 3-3-08

ASSIGNOR:

NOW ENTERTAINMENT a/k/a NOW CORPORATION

By: Rahn Dohring

Name: Rahn Dohring

Its: President/Proprietor

Date: 3-03-08