

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/20/2001

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SFX FAMILY ENTERTAINMENT, INC. now d/b/a KEY BRAND FAMILY ENTERTAINMENT, INC.		07/31/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SFX SPORTS GROUP, INC.
Street Address:	220 W. 42nd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2524453	ICE WARS

CORRESPONDENCE DATA

Fax Number: (502)561-0442
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 502-584-1135
 Email: jgregory@middreut.com
 Correspondent Name: Julie Ann Gregory
 Address Line 1: 2500 Brown & Williamson Tower
 Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	Julie Ann Gregory
Signature:	/Julie Ann Gregory/

Date:

07/31/2008

Total Attachments: 3

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NUNC PRO TUNC ASSIGNMENT

THIS **NUNC PRO TUNC ASSIGNMENT** is effective as of December 20, 2001, by SFX FAMILY ENTERTAINMENT, INC., a corporation then organized under the laws of the State of Delaware, and now doing business as KEY BRAND FAMILY ENTERTAINMENT, INC., a corporation currently organized under the laws of the State of Delaware ("Assignor"), to **SFX SPORTS GROUP, INC.**, a corporation then organized under the laws of the State of Delaware ("Assignee").

WITNESSETH:

WHEREAS, pursuant to Certificate of Amendment of Certificate of Incorporation of SFX Family Entertainment, Inc., dated September 15, 2006, SFX FAMILY ENTERTAINMENT, INC. changed its name to LIVE NATION FAMILY ENTERTAINMENT, INC., and continued to be organized as a corporation under the laws of the State of Delaware;

WHEREAS, LIVE NATION FAMILY ENTERTAINMENT, INC., was acquired by KEY BRAND ENTERTAINMENT, INC., a corporation organized under the laws of the State of Delaware, pursuant to the terms of the Stock Purchase Agreement dated January 23, 2008;

WHEREAS, pursuant to Certificate of Amendment of Certificate of Incorporation of Live Nation Family Entertainment, Inc., dated March 20, 2008, LIVE NATION FAMILY ENTERTAINMENT, INC. changed the name of the corporation to KEY BRAND FAMILY ENTERTAINMENT, INC., and continued to be organized as a corporation under the laws of the State of Delaware;

The undersigned, on behalf of KEY BRAND FAMILY ENTERTAINMENT, INC., the successor in interest to SFX FAMILY ENTERTAINMENT, INC., is authorized to execute the Nunc Pro Tunc Assignment herein to clarify and correct the prior assignment dated December 20, 2001, from SFX FAMILY ENTERTAINMENT, INC. to SFX SPORTS GROUP, INC. regarding the trademark **ICE WARS** (the "Mark");

WHEREAS, on February 12, 2002, SFX FAMILY ENTERTAINMENT, INC. executed the attached Assignment effective December 20, 2001, therein assigning to SFX SPORTS GROUP, INC. all right, title and interest in and to certain of its trademarks and the corresponding registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the trademarks (the "2001 Assignment"). A copy of the 2001 Assignment is appended hereto as Exhibit A;

WHEREAS, the trademark and corresponding registration for the mark **ICE WARS** (U.S. Reg. No. 2,524,453) was mistakenly omitted from the Schedule of Marks appended to the 2001 Assignment;



WHEREAS, the parties now desire to clarify and correct the 2001 Assignment to denote and reflect that the trademark and corresponding registration for ICE WARS was intended to be, and was therein, assigned from SFX FAMILY ENTERTAINMENT, INC. to SFX SPORTS GROUP, INC., effective December 20, 2001.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned does hereby memorialize the prior assignment of the Mark and corresponding registration therefore by Assignor unto Assignee, effective December 20, 2001, without any restrictions, reservations, or limitations, including:

1. Assignors entire and exclusive right, title and interest in and to the Mark, together with the goodwill of the business connected with the use of and symbolized by the Mark, including the right to register the Mark in Assignee's name throughout the world; and
2. the sole right to enforce rights in said Mark, with the right to sue for and recover for Assignee's own use accrued profits or damages for any and all causes of action, claims, and demands and other rights for infringements thereof, including, but not limited to past infringements with respect to which Assignor waives any right to receive any portion thereof.

Assignor, KEY BRAND FAMILY ENTERTAINMENT, INC., the successor in interest to SFX FAMILY ENTERTAINMENT, INC., covenants that Assignor has the full right to execute this Nunc Pro Tunc Assignment and further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Nunc Pro Tunc Assignment and to permit Assignee to be duly recorded as the legal and record owner of each of the rights hereby conveyed.

**KEY BRAND FAMILY ENTERTAINMENT,
INC.**

By: 

Name: David Bauer Stern
Title: Secretary, Key Brand Family
Entertainment, Inc.

Dated: 7/31/08

CALIFORNIA JURAT WITH AFFIANT STATEMENT

- See Attached Document (Notary to cross out lines 1-6 below)
- See Statement Below (Lines 1-5 to be completed only by document signer[s], *not* Notary)

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this

31st day of JULY, 2008, by

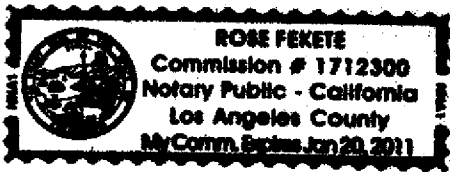
(1) DAVID B. STERN
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me (.) (+) e

(2) N/A (and
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me.)

Signature [Signature]
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Further Description of Any Attached Document

Title or Type of Document: Nunc Pro Tunc Assignment

Document Date: 7/31/08 Number of Pages: 3

Signer(s) Other Than Named Above: _____

RIGHT THUMBPRINT OF SIGNER #1
Top of thumb here

RIGHT THUMBPRINT OF SIGNER #2
Top of thumb here