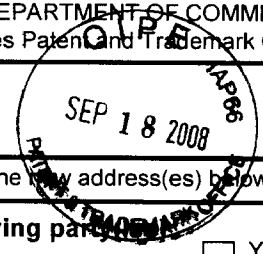


09-23-2008

RECO  
TR



103526267



To the Director of the U. S. Patent and Trademark Office. Please record the attached documents or the following address(es) below.

9-18-08

1. Name of conveying party(ies):

Insight Sports Ltd.

- Individual(s)
- General Partnership
- Corporation- State: \_\_\_\_\_
- Other Corporation of Canada
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) December 20, 2007

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party:

Additional names, addresses, or citizenship attached?  Yes  No

Name: World Fishing Network Ltd.

Internal

Address: Suite 302

Street Address: 184 Pearl Street

City: Toronto

State: Ontario

Country: Canada Zip: M5V 1L5

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/123,014; 78/812,440; and 78/812,473  
Please see attachment.

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

WFN WORLD FISHING NETWORK and Design, WORLD FISHING NETWORK, and WFN.... Please see attachment.

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Stephen G. Janoski

Internal Address: Roylance, Abrams, Berdo

& Goodman, L.L.P.

Street Address: 1300 19th Street, N.W., Suite 600

City: Washington

State: D.C. Zip: 20036-1649

Phone Number: (202) 659-9076

Fax Number: (202) 659-9344

Email Address: SGJdocketing@roylance.com

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

09/22/2008 MJAMA1 00000033 77123014  
 01 FC:0521 48.00 DP  
 Deposit Account Number 18-2220 58.00 LP  
 Authorized User Name \_\_\_\_\_

9. Signature:

Signature

September 17, 2008

Date

Stephen G. Janoski  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**SCHEDULE A**

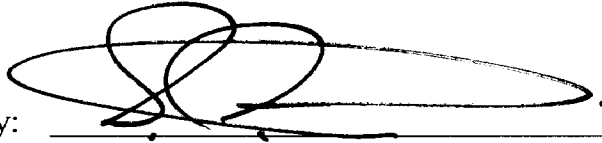
<u>COUNTRY</u>	<u>MARK</u>	<u>APPLICATION SERIAL NO.</u>
UNITED STATES	WFN WORLD FISHING NETWORK and Design	77/123,014
UNITED STATES	WORLD FISHING NETWORK	77/812,440
UNITED STATES	WFN	77/812,473

**ASSIGNMENT RECORDATION**  
**DESIGNATION OF DOMESTIC REPRESENTATIVE**

The firm of ROYLANCE, ABRAMS, BERDO & GOODMAN, L.L.P., 1300 19<sup>th</sup> Street, N.W., Suite 600, Washington, D.C. 20036-1649 is hereby the designated representative upon whom notices or process may be served in proceedings affecting the assignment enclosed herewith and/or hereto on behalf of the assignee or receiving party, World Fishing Network Ltd.

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the recordation of the assignment enclosed herewith and/or hereto on behalf of the assignee or receiving party, World Fishing Network Ltd., declares that he is properly authorized to execute this designation of domestic representative on behalf of the assignee or receiving party, World Fishing Network Ltd., with full power of substitution and revocation, and to transact all business in the Patent and Trademark Office in connection therewith.

**WORLD FISHING NETWORK LTD.**

  
\_\_\_\_\_

Date: September 17, 2008

Name: Stephen G. Janoski

Title: Attorney, Domestic Representative Assignee

UNITED STATES

ASSIGNMENT

WHEREAS, **INSIGHT SPORTS LTD.**, the full post office address of whose principal office or place of business is 295 King Street West, Suite 300, Toronto, Ontario, Canada M5K 1K4 ("**Assignor**") is desirous of selling, assigning and transferring to **WORLD FISHING NETWORK LTD.**, the full post office address of whose principal office or place of business is 184 Pearl Street, Suite 302, Toronto, Ontario, Canada, M5V 1L5 ("**Assignee**"), all of its right, title and interest in and to the trademark applications listed in the attached Schedule "A" ("**Trademark Applications**"), and made a part hereof, the trademarks described therein (the "**Marks**") and that portion of the business that pertains to the Marks;

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark Applications and resulting registrations, the Marks and that portion of the business that pertains to the Marks;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, it is hereby agreed as follows:

1. Assignor does hereby sell, assign, transfer, convey and set over to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark Applications, the Marks and that portion of the business that pertains to the Marks, together with the good will of the business symbolized by the Marks, including, but not limited to, the right to petition, sue or otherwise seek and recover damages, profits or any other remedy (monetary, injunctive, declaratory or other), for any past, present or future infringement, dilution, conversion or misappropriation of, or other injury, offense, violation, breach of duty or wrong relating to the Marks, or any license, agreement, contract or other matter relating thereto.

2. Assignor agrees that it will execute and deliver, or cause to be executed and delivered, to Assignee or Assignee's legal representatives, any other or additional assignments, powers or other appropriate documentation, and take all additional actions, necessary to effectuate, validate and record the assignment of the Trademark Applications to Assignee with the appropriate agencies and offices of all jurisdictions in which the Marks are or may be registered or in which applications for registration of the Marks are pending, including, but not limited to the United States Patent and Trademark Office, under the relevant laws of the United States or any other jurisdictions, within a reasonable time of execution hereof. Assignor also agrees to execute such additional documents as Assignee deems reasonably necessary to establish Assignee's rights in the Marks, including, but not limited to, such

[REST OF PAGE INTENTIONALLY LEFT BLANK]

documents to establish the dates of first use for the Marks covered by the Trademark Applications, anywhere and in commerce, by Assignee through Assignor.

Executed at Toronto, Ontario, as of this 20 day of December, 2007.

**INSIGHT SPORTS LTD.**

By 

Name: Mark Rubenstein

Title: President

Schedule "A"

1	WFN WORLD FISHING NETWORK	77123014	Pending
2	WORLD FISHING NETWORK	78812440	Pending
3	WFN	78812473	Pending

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

**Trademarks:** WFN WORLD FISHING NETWORK, Serial No. 77123014  
WORLD FISHING NETWORK, Serial No. 78812440  
WFN, Serial No. 78812473  
**Assignor:** INSIGHT SPORTS LTD.  
**Assignee:** WORLD FISHING NETWORK LTD.

The firm of ROYLANCE, ABRAMS, BERDO & GOODMAN, L.L.P., whose postal address is 2030 1300 19TH ST NW STE 600, WASHINGTON, DC 20036-1649, is hereby designated as the Assignee's representative upon whom notices or process in proceedings affecting the above-identified trademark applications may be served, pursuant to Section 1(e) of the *Lanham Act*, 15 U.S.C. 1051(e), and 37 C.F.R. 2.24.

Executed at Toronto, Ontario, this 20 day of December, 2007.

**WORLD FISHING NETWORK LTD.**

Per: 

Name: Mark Rubenstein  
Title: President