

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
Live Nation Worldwide, Inc.		01/23/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Key Brand Entertainment Inc.		
Street Address:	1619 Broadway, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2977072	EVENTUSHER	
CORRESPONDENCE DATA			
Fax Number: (310)203-0567 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 310-203-8080 Email: trademarkdocket@jmbm.com Correspondent Name: Rod S. Berman Address Line 1: Jeffer Mangels Butler & Marmaro LLP Address Line 2: 1900 Avenue of the Stars, 7th Floor Address Line 4: Los Angeles, CALIFORNIA 90067			
ATTORNEY DOCKET NUMBER:	68831-0004		
NAME OF SUBMITTER:	Rod S. Berman		
Signature:	/rod s. berman/		
Date:	02/04/2010		

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 REEL: 004144 FRAME: 0315

Total Attachments: 1

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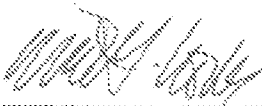

WHEREAS, Live Nation Worldwide, Inc., a Delaware corporation having its principal address at 9348 Civic Center Drive, Beverly Hills, California 90210 ("Assignor") is currently the owner of record of U.S. Service Mark Registration No. 2977072 for the mark EVENTUSHER (the "Mark").

WHEREAS, prior to January 23, 2008, Assignor owned the goodwill represented by the Mark.

WHEREAS, pursuant to an agreement dated as of January 23, 2008, between Key Brand Entertainment, Inc., a Delaware corporation having its principal address at 1619 Broadway, 9th Floor, New York, New York 10019 ("Assignee") and Assignor, Assignee acquired all of Assignor's right, title and interest in and to the Mark and the goodwill represented by the Mark.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of January 23, 2008, Assignor does assign to Assignee, and Assignee does accept from Assignor, all of Assignor's right, title and interest in and to the Mark and the goodwill represented by the Mark, free and clear of all security interests, liens and encumbrances effective as of January 23, 2008, together with the right to bring and prosecute any claims or causes of action for past infringement of the Mark.

IN WITNESS WHEREOF, this Assignment is effective as of January 23, 2008.

LIVE NATION WORLDWIDE, INC.	KEY BRAND ENTERTAINMENT, INC.
By: 	By: 
Name: MICHAEL G. RHODES	Name: David Stern
Title: EVP + GC	Title: Secretary + General Counsel