

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
	Big League Broadcastnig, LLC		09/10/2010
			Entity Type
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Lincoln Financial Media Company of Georgia		
Street Address:	3350 Peachtree Road		
Internal Address:	Penthouse Suite		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30326		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2606733	ATLANTA'S SPORTS LEADER
CORRESPONDENCE DATA			
Fax Number:	(202)293-7783		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 416-6748		
Email:	llevy@lermansenter.com		
Correspondent Name:	Louis J. Levy		
Address Line 1:	2000 K Street, N.W.		
Address Line 2:	Suite 600		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006-1809		
ATTORNEY DOCKET NUMBER:	5043.0015		
NAME OF SUBMITTER:	Louis J. Levy		
Signature:	/louis j. levy/		

OP \$40.00 2606733

Date:

09/14/2010

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this “*Assignment*”) is made as of this 10th day of September, 2010, by BIG LEAGUE BROADCASTING, LLC, a Delaware limited liability company (“*Big League*”), to LINCOLN FINANCIAL MEDIA COMPANY of Georgia, a North Carolina corporation (“*Lincoln Financial*”).

WHEREAS, Big League, with a place of business at 3350 Peachtree Road, Suite 1610, Atlanta, Georgia, is the owner of the trademarks and related registrations and/or applications identified in Schedule A (“*Marks*”) and desires to assign all of its right, title and interest in and to the Marks, together with the goodwill and business symbolized thereby; and

WHEREAS, Lincoln Financial, with a place of business at 3350 Peachtree Road, Penthouse Suite, Atlanta, Georgia, desires to obtain all of Big League’s rights in and to the Marks; and

WHEREAS, pursuant to that certain Asset Purchase and Sale Agreement (the “*Purchase Agreement*”), dated as of August 27, 2010, between Big League and Lincoln Financial, Big League has agreed to assign all of its right, title and interest in and to the Marks to Lincoln Financial, and Lincoln Financial has agreed to accept such assignment.

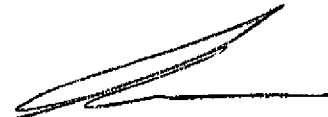
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and pursuant to the terms and conditions of the Purchase Agreement, Big League hereby sells, assigns, transfers, conveys and delivers to Lincoln Financial all right, title and interest of Big League in and to the Marks, whether statutory or at common law, including all right, title and interest in the applications and/or registrations therefor, the right to recover for past infringement, and the goodwill associated with such Marks.

This Assignment of Marks does not modify the Purchase Agreement.

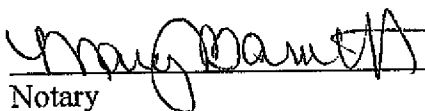
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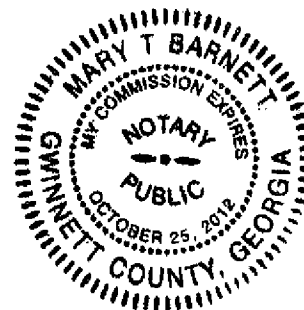
IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed as of the day and year first above written.

BIG LEAGUE BROADCASTING, LLC

By: 
Name: _____
Title: _____

Sworn and subscribed before me this 10
day of September, 2010


Notary _____



SCHEDULE A

ATLANTA'S SPORTS LEADER, Registration No. 2606733. Expires August 13, 2012.