

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Comite International Olimpique | | 09/28/2010 | Swiss Association: SWITZERLAND |
| RECEIVING PARTY DATA | | | |
| Name: | United States Olympic Committee | | |
| Street Address: | One Olympic Plaza | | |
| City: | Colorado Springs | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80909 | | |
| Entity Type: | U.S. Congressionally chartered corporation: UNITED STATES | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3833661 | OBS OLYMPIC BROADCASTING SERVICES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (317)636-1507 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 317-636-4341 | | |
| Email: | ipdocketing@kdlegal.com | | |
| Correspondent Name: | Clifford W. Browning of Krieg DeVault | | |
| Address Line 1: | One Indiana Square, Suite 2800 | | |
| Address Line 4: | Indianapolis, INDIANA 46204 | | |
| ATTORNEY DOCKET NUMBER: | IOLC 57 | | |
| NAME OF SUBMITTER: | Meg A. Ward | | |
| Signature: | /megaward/ | | |
| Date: | 10/14/2010 | | |

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Total Attachments: 1
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WHEREAS, the Comité International Olympique, a Switzerland association located at Château de Vidy, 1007 Lausanne, Switzerland (hereinafter "Assignor"), has registered the following mark in the United States Patent and Trademark Office:

| <u>MARK</u> | <u>REG. NO.</u> | <u>REG. DATE</u> |
|--|-----------------|------------------|
| OBS OLYMPIC BROADCASTING SERVICES & Design | 3,833,661 | August 17, 2010 |

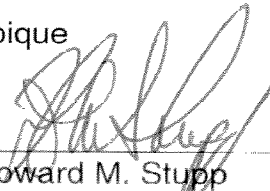
WHEREAS, the United States Olympic Committee, a United States congressionally chartered corporation located at One Olympic Plaza, Colorado Springs, Colorado 80909 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

Comité International Olympique



By: Urs Lacotte
Title: Director General



By: Howard M. Stupp
Title: Director of Legal Affairs

Date: Lausanne, 28 September 2010