

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
DIRECTV, Inc.		12/02/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	NFL Enterprises LLC		
Street Address:	280 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3182102	RED ZONE CHANNEL	
CORRESPONDENCE DATA			
Fax Number:	(212)847-1904		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-450-2370		
Email:	nancy.wygand@nfl.com		
Correspondent Name:	Nikki Hart c/o National Football League		
Address Line 1:	280 Park Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	RED ZONE CHANNEL		
NAME OF SUBMITTER:	Nikki Hart		
Signature:	/Nikki Hart/		
Date:	12/03/2010		

CH \$40.00 3182102

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Trademark Assignment"), is made on December 2, 2010 by and between DIRECTV, Inc., a California corporation with a business address at 2230 E. Imperial Highway, El Segundo, California 90245 ("Assignor"), and NFL Enterprises LLC ("NFLE"), an Delaware limited liability company with a business address of 280 Park Avenue, New York, New York 10017 United States (the "Assignee").

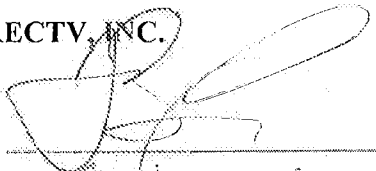
WHEREAS, Assignor owns the trademark RED ZONE CHANNEL and the corresponding United States Patent and Trademark Office Registration No. 3182102 set forth on Exhibit 1 (the "Registration"), and together with the goodwill associated therewith for the services set forth in the Registration (collectively, the "Trademark"); and

WHEREAS, Assignor desires to assign to Assignee all of its right, title, and interest in and to the Trademark.

NOW, THEREFORE, in consideration for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its rights, title, interest in and to the Trademark, with the right of Assignee to bring suit and collect damages for past infringements and dilution of the trademark, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this assignment not been made.

Assignor further represents and warrants that it has no rights in the mark RED ZONE or other variations or derivations of RED ZONE CHANNEL and further covenants that it will cooperate with Assignee in executing all documents, papers, forms and authorizations that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Trademark as described herein or any variations or derivations thereof, including RED ZONE.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment Agreement, as of the day and year first above written.

DIRECTV, INC.
By: 
Name: Takehiko Suzuki
Title: Deputy General Counsel

NFL Enterprises LLC
By: Nikki Hart
Name: Nikki HART
Title: Associate Counsel

EXHIBIT 1

TRADEMARK

Trademark: RED ZONE CHANNEL

Registration No. 3,182,102

Filing Date: September 15, 2006

Goods and Services: International Class 041; Distribution of television programs for others; Entertainment in the nature of football games; Entertainment in the nature of football games; Entertainment services, namely, providing a television program in the field of sports via a global computer network; Entertainment services, namely, providing an on-line computer game; Providing newsletters in the field of sports via e-mail; Providing sports information by means of telephone prerecorded messages; provision of non-downloadable films and tv programmes via a video-on-demand service; Publication of electronic magazines; Television production; Television programming; Television scheduling; Video editing