

TRADEMARK ASSIGNMENT

Electronic 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
ECHOSTAR CORPORATION		05/17/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	EH HOLDING CORPORATION		
Street Address:	100 Inverness Terrace East		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3697087	VIP-TV	
Serial Number:	77306582	VIP-TV	
Serial Number:	85135839	VIP TV	
Serial Number:	85136327	VIP TV	
Serial Number:	77306667	VIP-HD	
Registration Number:	3697088	VIP-HD	
Serial Number:	77306689	VIP-INTERNATIONAL	
Registration Number:	3690595	VIP-INTERNATIONAL	
Serial Number:	77306655	VIP-LATINO	
Registration Number:	3690594	VIP-LATINO	
Serial Number:	77306626	VIP-MOVIES	
Registration Number:	3690593	VIP-MOVIES	
Serial Number:	77306554	VIP-PREMIER	
Registration Number:	3690592	VIP-PREMIER	

CH \$390.00 3697087

Registration Number:

3173303

VIPRADIO.COM

CORRESPONDENCE DATA

Fax Number: (303)723-2588

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 720.514.5310

Email: ipdept@dishnetwork.com

Correspondent Name: Aaron Dobberstein

Address Line 1: 9601 S. Meridian Blvd.

Address Line 2: Legal Department

Address Line 4: Englewood, COLORADO 80112

ATTORNEY DOCKET NUMBER:

VIP MARKS

NAME OF SUBMITTER:

Aaron Dobberstein

Signature:

/Aaron Dobberstein/

Date:

05/17/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, EchoStar Corporation, a Nevada corporation with its principal place of business located at 100 Inverness Terrace East, Englewood, CO 80112 ("ASSIGNOR"), owns rights in, to and under the trademarks and trademarks applications set forth in the attached Schedule A (the "Properties"); and

WHEREAS, EH Holding Corporation, a Colorado corporation with its principal place of business at 100 Inverness Terrace East, Englewood, CO 80112 ("ASSIGNEE"), is desirous of acquiring ASSIGNOR'S entire right, title and interest in, to and under the Properties.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the ASSIGNEE its successors, legal representatives and assigns, the entire right, title and interest in, to and under the trademark, together with the goodwill of the business symbolized by the Properties, and the registration thereof, and further including: all income, royalties, and damages now and hereafter due and/or payable to ASSIGNOR, including damages and payments for past and future infringements and misappropriations thereof, all rights to sue for past, present and future infringements or misappropriations thereof, and all rights corresponding to any of the above throughout the world;

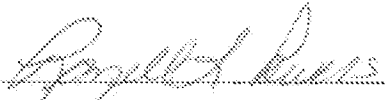
AND THE ASSIGNOR HEREBY authorizes and requests the Commissioner of the United States Patent and Trademark Office, and any official of any country or countries foreign to the United States, whose duty is to issue trademark registrations or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the 17th day of May, 2011.

EchoStar Corporation

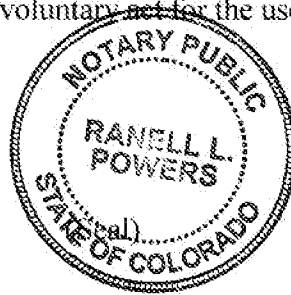
By: 
Michael Dugan
President & CEO

On this 17th day of May, 2011, before me a notary public in and for the county of Douglas in the State of Colorado, appeared Michael Dugan, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he signed, seals and delivered the same instrument as a free and voluntary act for the use and purposes therein set forth.




My Commission Expires: May 4, 2013

Notary Public



**SCHEDULE A
ASSIGNED TRADEMARKS**

MARK	APP. NUMBER	DATE FILED	REG. NUMBER	REG. DATE
VIP-TV	77977842	17-Oct-07	3697087	13-Oct-09
VIP-TV	77306582	17-Oct-07		
	85135839	22-Sep-10		
	85136327	23-Sep-10		
VIP-HD	77306667	17-Oct-07		
VIP-HD	77977843	17-Oct-07	3697088	13-Oct-09
VIP-INTERNATIONAL	77306689	17-Oct-07		
VIP-INTERNATIONAL	77977650	17-Oct-07	3690595	29-Sep-09
VIP-LATINO	77306655	17-Oct-07		
VIP-LATINO	77977648	17-Oct-07	3690594	29-Sep-09
VIP-MOVIES	77306626	17-Oct-07		
VIP-MOVIES	77977647	17-Oct-07	3690593	29-Sep-09
VIP-PREMIER	77306554	17-Oct-07		
VIP-PREMIER	77977646	17-Oct-07	3690592	29-Sep-09
VIPRADIO.COM	78620745	2-May-05	3173303	21-Nov-06