

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
THE VIP TOUR COMPANY		04/20/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	LIVE NATION ENTERTAINMENT, INC.		
Street Address:	9348 Civic Center Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3366812	TICKETSNOW	
Registration Number:	3518597	PREMIUM INVENTORY	
Registration Number:	3210818	THE POWER OF IN	
Registration Number:	3210816	THE IN CROWD	
Registration Number:	3210815	IN CROWD	
CORRESPONDENCE DATA			
Fax Number:	3108610366		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3109756891		
Email:	ellieschwimmer@livenation.com		
Correspondent Name:	Ellie Schwimmer		
Address Line 1:	9348 Civic Center Drive		
Address Line 2:	Live Nation Worldwide, Inc.		
Address Line 4:	Los Angeles, CALIFORNIA 90210		

CH \$140.00 3366812

ATTORNEY DOCKET NUMBER:	TM-US-00054
NAME OF SUBMITTER:	Ellie Schwimmer
Signature:	/ES/
Date:	04/20/2012
Total Attachments: 2 source=AssignmentFromTheVipTourCompany#page1.tif source=AssignmentFromTheVipTourCompany#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective April 20, 2012 (the "Effective Date"), is by and between **THE VIP TOUR COMPANY** ("Assignor"), located at 3800 Golf Road, Rolling Meadows, IL 60008 and **LIVE NATION ENTERTAINMENT, INC.**, a Delaware Corporation ("Assignee"), located at 9348 Civic Center Drive, Beverly Hills, CA, 90210.

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and associated trademark registrations listed in Exhibit A attached hereto, together with all goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Trademarks pursuant to the terms of this Assignment.

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, all of Assignor's rights, title and interest in and to the Trademarks together with the goodwill associated therewith, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action, either in law or in equity for past, present or future infringement of said Trademarks, and all other rights as may exist now and/or hereafter come into existence, and including all renewals and extensions thereof, regardless of whether such rights arise under the laws of the United States or any other state, country or jurisdiction.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment to be executed as of the Effective Date.

ASSIGNOR:

THE VIP TOUR COMPANY

By: _____

Name: Michael Rowles

Title: Executive Vice President, General Counsel and Secretary

ASSIGNEE:

LIVE NATION ENTERTAINMENT, INC.

By: _____

Name: Michael Rowles

Title: Executive Vice President, General Counsel and Secretary

EXHIBIT A

Trademark	Serial No.	Reg. No.	Country
TICKETSNOW	78736025	3366812	United States
TICKETSNOW	006299192	006299192	CTM
PREMIUM INVENTORY	77326384	3518597	United States
THE POWER OF IN	78795047	3210818	United States
THE IN CROWD	78794135	3210816	United States
IN CROWD	78794129	3210815	United States