

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
British Sky Broadcasting Group plc		01/17/2012	Public limited company: UNITED KINGDOM
Sky IP International Limited		11/30/2012	Limited company: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	Sky IP International Limited
<b>Street Address:</b>	Grant Way
<b>Internal Address:</b>	Isleworth
<b>City:</b>	Middlesex
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	TW7 5QD
<b>Entity Type:</b>	Limited company: UNITED KINGDOM

<b>Name:</b>	Sky International AG
<b>Street Address:</b>	Dammstrasse 19
<b>City:</b>	Zug
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	CH-6301
<b>Entity Type:</b>	COMPANY: SWITZERLAND

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3110386	SKY TG24

**CORRESPONDENCE DATA**

Fax Number: 2128527217  
 Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-852-7886  
Email: esteelman@newscorp.com  
Correspondent Name: Stacy Grossman, Esq.  
Address Line 1: 1211 Avenue of the Americas  
Address Line 2: News America Incorporated, 13th Floor  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:

SKY TG24 - ASSIGNMENTS

DOMESTIC REPRESENTATIVE

Name: Stacy Grossman, Esq.  
Address Line 1: 1211 Avenue of the Americas  
Address Line 2: News America Incorporated, 13th Floor  
Address Line 4: New York, NEW YORK 10036

DOMESTIC REPRESENTATIVE

Name: Stacy Grossman, Esq.  
Address Line 1: 1211 Avenue of the Americas  
Address Line 2: News America Incorporated, 13th Floor  
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:

Stacy Grossman, Esq.

Signature:

/Stacy Grossman/

Date:

12/14/2012

Total Attachments: 5

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**TRADEMARK ASSIGNMENT**

**WHEREAS**, British Sky Broadcasting Group plc, a public limited company, organized and existing under the laws of United Kingdom, having a place of business at Grant Way, Islesworth, Middlesex, United Kingdom TW7 5QD ("**Assignor**"), owns the entire right, title and interest in and to the following trademarks and trademark registrations set forth on Schedule A (hereinafter "**Trademarks**");

**AND WHEREAS**, Sky IP International Limited, a limited company organized and existing under the laws of United Kingdom, having a place of business of Grant Way, Islesworth, Middlesex, United Kingdom TW7 5QD ("**Assignee**") is desirous of acquiring the entire right, title and interest in and to Trademarks;

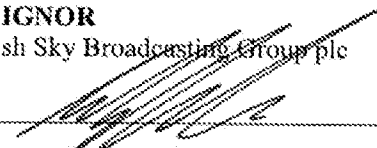
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

**UPON SAID CONSIDERATION**, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

**IN TESTIMONY WHEREOF**, Assignor has caused the aforesaid Trademarks to be assigned by its duly authorized officer.

**ASSIGNOR**

British Sky Broadcasting Group plc

By:  \_\_\_\_\_

Name: ANDREW GRIFFITH

Title: DIRECTOR

Date: 17-01-2012

**ASSIGNEE**

Sky IP International Limited

By:  \_\_\_\_\_

Name: ANDREW GRIFFITH

Title: DIRECTOR

Date: 17-01-2012

Schedule A

Trade Mark	Application No.	Registration No.	Status	Country
SKY TG24	78/486,199	3,110,386	Registered/Granted	United States

**TRADEMARK ASSIGNMENT**

WHEREAS, Sky IP International Limited, a limited company organized and existing under the laws of United Kingdom, having a place of business at Grant Way, Isleworth, Middlesex, United Kingdom TW7 5QD ("Assignor"), owns the entire right, title and interest in and to the following trademarks and trademark registrations set forth on Schedule A (hereinafter "Trademarks");

AND WHEREAS, Sky International AG, a company organized and existing under the laws of Switzerland, having a place of business of Dammstrasse 19, CH-6301 Zug, Switzerland ("Assignee") is desirous of acquiring the entire right, title and interest in and to Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

IN TESTIMONY WHEREOF, Assignor has caused the aforesaid Trademarks to be assigned by its duly authorized officer.

**ASSIGNOR**

Sky IP International Limited

By: \_\_\_\_\_

Name: ANDREW GRIFFITH

Title: DIRECTOR

Date: 30 NOVEMBER 2012

**ASSIGNEE**

Sky International AG

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**TRADEMARK ASSIGNMENT**

WHEREAS, Sky IP International Limited, a limited company organized and existing under the laws of United Kingdom, having a place of business at Grant Way, Isleworth, Middlesex, United Kingdom TW7 5QD ("Assignor"), owns the entire right, title and interest in and to the following trademarks and trademark registrations set forth on Schedule A (hereinafter "Trademarks");

AND WHEREAS, Sky International AG, a company organized and existing under the laws of Switzerland, having a place of business of Dammstrasse 19, CH-6301 Zug, Switzerland ("Assignee") is desirous of acquiring the entire right, title and interest in and to Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

IN TESTIMONY WHEREOF, Assignor has caused the aforesaid Trademarks to be assigned by its duly authorized officer.

**ASSIGNOR**

Sky IP International Limited

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**ASSIGNEE**

Sky International AG

By: CELIA PENDERY

Name: CELIA PENDERY

Title: DIRECTOR

Date: 30 NOVEMBER 2012

Schedule A

Trade Mark	Application No.	Registration No.	Status	Country
SKY TG24	78/486,199	3,110,386	Registered/Granted	United States