

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
Sky IP International Limited		11/30/2012	Limited company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Sky International AG		
Street Address:	Dammstrasse 19		
City:	Zug		
State/Country:	SWITZERLAND		
Postal Code:	CH-6301		
Entity Type:	COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3110386	SKY TG24	
CORRESPONDENCE DATA			
Fax Number:	2128527217		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-852-7886		
Email:	estelman@newscorp.com		
Correspondent Name:	Stacy Grossman, Esq.		
Address Line 1:	1211 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	SKY TG24 - ASSIGNMENT #2		
DOMESTIC REPRESENTATIVE			
Name:	Stacy Grossman, Esq.		
Address Line 1:	1211 Avenue of the Americas		

CH \$40.00 3110386

Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:

Stacy Grossman, Esq.

Signature:

/Stacy Grossman/

Date:

01/17/2013

Total Attachments: 3

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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

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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