

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
FAME HOUSE, LLC		10/21/2013	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	SFX MARKETING LLC		
Street Address:	430 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85571597	FAME HOUSE	
CORRESPONDENCE DATA			
Fax Number:			
<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) 521-5432		
Email:	mpikser@reedsmith.com		
Correspondent Name:	Meredith Pikser		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Meredith D. Pikser		
Signature:	/meredith d. pikser/		
Date:	10/24/2013		

CH \$40.00 85571597

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "**Assignment**"), dated as of October 21, 2013, is made and entered into by and between SFX MARKETING LLC, a Delaware limited liability company ("**Assignee**"), and FAME HOUSE, LLC, a Pennsylvania limited liability company ("**Assignor**").

WHEREAS, Assignor applied for a United States Trademark for the word mark "FAME HOUSE" and goods and services related to "[b]rand imagery consulting services; business consulting and information services; business management consulting with relation to strategy, marketing, production, personnel and retail sale matters; business marketing consulting services; consulting services in the field of managing intellectual properties; consulting services relating to publicity; design of advertising materials for others; design of internet advertising; management and business consulting services in the field of user experience marketing research, strategy and advertising design, entertainment intellectual property content procurement, alternative marketing and sales distribution, and marketing and sponsorship opportunities available for artists, managers and record labels; management of performing artists; marketing consulting; tour management, namely, management of tours for performing artists; merchandise consulting, namely, providing information about products via telecommunication networks for advertising and sales purposes; merchandise management, namely, inventory control; publishing administration and publishing management, namely, management of intellectual property rights through performance rights organizations; music business services, namely, business consulting, business management and providing information in the music business field; providing advertising, marketing and promotional services, namely, development of advertising campaigns for television, film, print, radio, outdoor billboards, mobile telephone advertising and online advertising; providing business management information in connection with consulting and advisory services in the field of strategic planning; providing consulting services in the field of facilitating the planning, buying, and selling of media; providing organizational development consulting services; social media strategy and marketing consulting focusing on helping clients create and extend their product and brand strategies by building engaging marketing solutions, U.S. Trademark Serial Number 85571597, filed March 16, 2012 (the "**Trademark**"); and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to assign to Assignee, Assignor's rights in the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the parties hereto hereby agree as follows:

1. Assignor hereby sells, assigns, transfers, conveys and sets over to Assignee the entire right, title, interest in, to and under the Trademark, to be held and enjoyed by Assignee, its successors, assigns and other legal representatives, as fully and completely as the same would have been held by Assignor if this assignment had not been made. Without limiting the generality of the foregoing, Assignor hereby sells, assigns, transfers, conveys and sets over unto Assignee any and all causes of action and rights to bring suit for past infringement of the Trademark.

2. Assignor hereby represents and warrants that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this Assignment.

3. Assignor hereby authorizes and requests any official throughout the world whose duty it is to register and record ownership in intellectual property rights, including the Patent and Trademark Office of the United States, to record Assignee as the assignee and owner of the Trademark.

4. Upon reasonable notice given by Assignee, Assignor hereby agrees to execute and deliver at a future date any additional documents that Assignee determines may be necessary or desirable, or that may be required under federal or state law, to preserve and protect, and to perfect Assignee's ownership of, the Trademark.


5. Assignor hereby grants to Assignee a power of attorney (which power is hereby acknowledged to be coupled with an interest and irrevocable) and appoints Assignee to serve as its agent and attorney-in-fact, with powers of substitution, in each case for the limited purposes of executing and delivering such documents and doing such acts in Assignor's place and stead as Assignor would otherwise be obligated to do pursuant to paragraph 4 above.

[Signature Page Follows.]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed and delivered by their duly authorized officers and agents effective as of the date first set forth above.

ASSIGNOR:

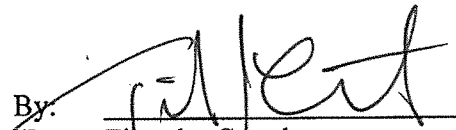
FAME HOUSE, LLC

By: 
Name: Michael Piebach
Title: Manager

ASSIGNEE:

SFX MARKETING LLC

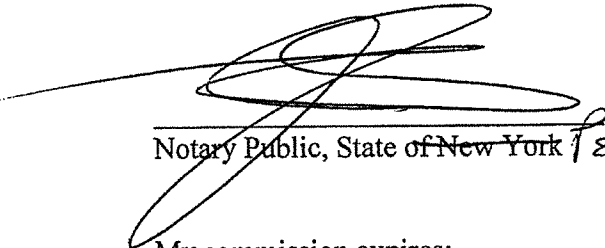
By: SFX Entertainment Inc., its sole member

By: 
Name: Timothy Crowhurst
Title: President

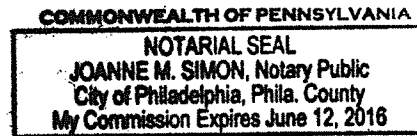
(Signature Page to Trademark Assignment)

PENNSYLVANIA
State of New York)
Philadelphia) ss.:
County of New York)

On the 21st day of October in the year 2013 before me personally came Michael Fiebach, to me known, who, being by me duly sworn or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument, did depose and say that he resides in Philadelphia, PA; that he is the Manager of Fame House, LLC, the entity described in and which executed the above instrument; and that he signed his name thereto by authority of his position at Fame House, LLC.


Notary Public, State of New York PENNSYLVANIA

My commission expires: _____



(Signature Page to Trademark Assignment)