

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319962

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The VIP Tour Company		04/20/2012	CORPORATION: DELAWARE
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3691383	PREMIUM INVENTORY	
CORRESPONDENCE DATA			
Fax Number:	3108610686		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; 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:	Live Nation Worldwide, Inc.		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
ATTORNEY DOCKET NUMBER:	TM-US-00049		
NAME OF SUBMITTER:	Ellie Schwimmer		
SIGNATURE:	/ES/		
DATE SIGNED:	10/14/2014		
Total Attachments: 2			
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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:

ASSIGNEE:

THE VIP TOUR COMPANY

LIVE NATION ENTERTAINMENT, INC.

By: 

By: 

Name: Michael Rowles

Name: Michael Rowles

Title: Executive Vice President, General Counsel and Secretary

Title: Executive Vice President, General Counsel and Secretary

EXHIBIT A

Trademark	Serial No.	Reg. No.	Country
PREMIUM INVENTORY (DESIGN)	77564203	3691383	United States