

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM348203

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sky Plc	FORMERLY British Sky Broadcasting Group Plc	06/16/2015	COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sky International AG		
<b>Street Address:</b>	Stockerhof, Dreikonigstrasse 31 A		
<b>City:</b>	Zurich		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	CH-8002		
<b>Entity Type:</b>	COMPANY: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2912783	SKY NEWS	
<b>Registration Number:</b>	2932761	SKY NEWS	
<b>Registration Number:</b>	3232370	SKY SPORTS NEWS	
<b>Registration Number:</b>	4473260	SKY PRO CYCLING	
<b>Registration Number:</b>	4405345	SKY PRO CYCLING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028611783		
<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>			
<b>Phone:</b>	2028611500		
<b>Email:</b>	bhipdocket@bakerlaw.com		
<b>Correspondent Name:</b>	Mark Tidman		
<b>Address Line 1:</b>	1050 Connecticut Avenue, N.W.		
<b>Address Line 2:</b>	Suite 1100		
<b>Address Line 4:</b>	Washington, D.C. 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	48398.1		
<b>NAME OF SUBMITTER:</b>	Mark Tidman		
<b>SIGNATURE:</b>	/Mark Tidman/		
<b>DATE SIGNED:</b>	07/16/2015		

CH \$140.00 2912783

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is effective as of the date last signed below, by and between Sky Plc, company registration number 2247735 (previously named British Sky Broadcasting Group Plc), a United Kingdom company, doing business at Grant way, Isleworth Middlesex, United Kingdom TW7 5QD (hereinafter referred to as the "Assignor"); and Sky International AG, a Swiss company doing business at Stockerhof, Dreikönigstrasse 31 A, CH-8002 Zürich, Switzerland (hereinafter referred to as the "Assignee").

WHEREAS, Assignor owns the trademarks shown on Schedule A ("the Marks"); and

WHEREAS, Assignee is desirous of acquiring the Marks from Assignor.

NOW THEREFORE, in consideration of the foregoing and the mutual promises hereinafter set forth, the parties agree as follows:

- 1 Assignor hereby assigns and transfers to Assignee, its entire right, title, and interest in and to the Marks and any goodwill associated therewith.
- 2 This assignment shall be binding upon the parties, their successors and/or assignees.

IN WITNESS WHEREOF, the said Assignor and Assignee have hereunto set their hand.

**Sky Plc**

C. Taylor  
Christopher Taylor  
Company Secretary  
Sky Plc

Date: 22.05.15

Witnessed: [Signature]

[Signature]  
Andrew Griffith  
Director  
Sky Plc

Date: 22.05.15

Witnessed: [Signature]

**Sky International AG**

C. Pendery  
Celia Pendery  
Director  
Sky International AG

Date: 16 JUNE 2015

Witnessed: [Signature]

[Signature]  
Michael Christodoulou  
Director  
Sky International AG

Date: 16 JUNE 2015

Witnessed: [Signature]

Schedule A

U.S. Reg. No. 2912783	SKY NEWS
U.S. Reg. No. 2932761	SKY NEWS
U.S. Reg. No. 3232370	SKY SPORTS NEWS
U.S. Reg. No. 4473260	SKY PRO CYCLING
U.S. Reg. No. 4405345	SKY PRO CYCLING