

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358011

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MSG Holdings, L.P.		09/28/2015	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	MSG Entertainment Holdings, LLC		
Street Address:	Two Pennsylvania Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10121		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4042567	SHOWVITE	
Registration Number:	4042566	SHOWVITE	
CORRESPONDENCE DATA			
Fax Number:	2125562222		
<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:	(212) 556-2128		
Email:	nytrademarks@kslaw.com, mperry@kslaw.com, kmccarthy@kslaw.com		
Correspondent Name:	Maren C. Perry/King & Spalding LLP		
Address Line 1:	1185 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	15786.104031		
NAME OF SUBMITTER:	Maren C. Perry		
SIGNATURE:	/mcp/		
DATE SIGNED:	10/08/2015		
Total Attachments: 2			
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ASSIGNMENT OF INTELLECTUALL PROPERTY AGREEMENT

This assignment agreement (the "Assignment") is effective as of September 28, 2015 between MSG Holdings, L.P., a Delaware limited partnership, ("ASSIGNOR") and MSG Entertainment Holdings, LLC, a Delaware limited liability company, ("ASSIGNEE").

WHEREAS ASSIGNOR and ASSIGNEE desire to memorialize the assignment of all intellectual property in the U.S.A. and Canada associated with the Assignee, including names, logos, and all other intellectual property, including as set forth on Schedule 1 attached hereto and made a part hereof, and all related registrations and/or applications thereto (collectively, "MSG Entertainment IP").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, and transfer to ASSIGNEE, all right, title, and interest in MSG Entertainment IP, including, but not limited to, all trademarks, service marks, and goodwill of the business associated therewith; copyrights; and all other intellectual property thereto.

IN TESTIMONY WHEREOF, the parties have executed this Assignment by their duly authorized officers.

ASSIGNOR

ASSIGNEE

MSG HOLDINGS, L.P.

MSG ENTERTAINMENT
HOLDINGS, LLC

By: 

Donna Coleman
Interim Chief Financial Officer


Date Signed: September 28, 2015

By: 

Mark Cresitello
Senior Vice President,
Associate General Counsel

Date Signed: September 28, 2015

SCHEDULE I

Mark with Image	Country	Owner Name	Status	File Date	Registration #	Registration Date	Class	Assignee
showvite	UNITED STATES	MSG Holdings, L.P.	REGISTERED	18-Aug-2009	4042567	18-Oct-2011	38 - Int. Electronic mail and messaging services for consumers to share ticket reservation and booking information for entertainment and cultural events. 41 - Int. Providing an internet website for arranging ticket reservations for entertainment and cultural events for consumers and providing booking information for entertainment and cultural events. 42 - Int. (Permanently Deleted) Computer services, namely, providing an on-line community for registered users to participate in discussions regarding sharing their consumer ticket reservations, planning ticket purchases and booking information for entertainment and cultural events, engage in social networking, and electronic invitation creation and delivery.	MSG Entertainment, LLC
	UNITED STATES	MSG Holdings, L.P.	REGISTERED	18-Aug-2009	4042566	18-Oct-2011	38 - Int. Electronic mail and messaging services for consumers to share ticket reservation and booking information for entertainment and cultural events. 41 - Int. Providing an internet website for arranging ticket reservations for entertainment and cultural events for consumers and providing booking information for entertainment and cultural events. 42 - Int. (Permanently Deleted) Computer reservation tool that allows registered users to participate in discussions regarding sharing their consumer ticket reservations, planning ticket purchases and booking information for entertainment and cultural events, engage in social networking, and electronic invitation creation and delivery.	MSG Entertainment, LLC