

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM613313

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sportico, LLC		12/03/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Sportico Media, LLC		
Street Address:	11175 Santa Monica Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	87281625	SPORTICO	
Registration Number:	6158678	SPORTICO	
Serial Number:	87281818	SPORTICO LIVE MEDIA	
Serial Number:	88803677	THE BUSINESS OF SPORTS	
CORRESPONDENCE DATA			
Fax Number:			
	<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>		
Email:	jordan.lavine@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	100 Front Street, Suite 100		
Address Line 4:	Conshohocken, PENNSYLVANIA 19428		
NAME OF SUBMITTER:	Jordan LaVine		
SIGNATURE:	/jordan lavine/		
DATE SIGNED:	12/09/2020		
Total Attachments: 2			
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OP \$115.00 87281625

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is made and entered into as of December 3, 2020, by and between Sportico, LLC, a Delaware limited liability company having an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignor") and Sportico Media, LLC, a Delaware limited liability company having an address of 11175 Santa Monica Blvd., Los Angeles, CA 90025 ("Assignee").

WHEREAS, Assignor owns the trademarks set forth on Schedule A attached hereto and incorporated herein by this reference, including all common law trademark rights in the marks and any applications and registrations therefor throughout the world (the "Marks");

WHEREAS, Assignee desires to acquire the Marks and Assignor desires to sell, transfer, convey and assign the Marks to Assignee.

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, transfers, conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all right title, and interest in and to the Marks together with the goodwill associated with the Marks, including any trademark registrations thereof and applications therefor, as well as all common law rights thereto. Assignee shall have the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.

2. Assignee, at its own cost and expense, shall record a fully executed copy of this Assignment with the United States Patent and Trademark Office and any other agency having jurisdiction over the ownership of the Marks, including all foreign trademark offices.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

ASSIGNOR:

SPORTICO, LLC

By: *Judith R. Margolin*
Name: Judith R. Margolin
Title: SVP, Deputy General Counsel

ASSIGNEE:

SPORTICO MEDIA, LLC

By: *[Signature]*
Name: Daniel Feinberg
Title: VP, Associate General Counsel

SCHEDULE A

MARK	COUNTRY	APPLIC. NO.	REGIS. NO.
SPORTICO	Canada	1816785	1044149
SPORTICO	China	1538616	
SPORTICO	European Community	16236085	16236085
SPORTICO	Hong Kong	304012965	30412965
SPORTICO	Qatar	139157	
SPORTICO	Qatar	139158	
SPORTICO	USA	87281625	
SPORTICO	USA	87983360	6158678
SPORTICO	WIPO	1538616	1538616
SPORTICO LIVE MEDIA	Canada	1816791	1051287
SPORTICO LIVE MEDIA	European Community	16236119	16236119
SPORTICO LIVE MEDIA	Hong Kong	304012983	304012983
SPORTICO LIVE MEDIA	Japan	2145/2017	5980316
SPORTICO LIVE MEDIA	USA	87281818	
SPORTICO THE BUSINESS OF SPORT	European Community	16794885	16794885
SPORTICO THE BUSINESS OF SPORT	Hong Kong	304226652	304226652
THE BUSINESS OF SPORT	Canada	1816788	1061419
THE BUSINESS OF SPORT	Japan	2144/2017	5990294
THE BUSINESS OF SPORT	USA	88803677	