



RECORDATION

10-24-2000

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

09-22-2000

TRADE



U.S. Patent & Trademark Office Form #26

101496504

U.S. Patent & Trademark Office Form #26, Assignments or copy thereof.

1. Name of conveying party(ies): MAFRA CORP. 9-22-00

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-(Florida Corporation), Other

Additional name(s) of conveying party(ies) attached [] Yes [] No

- Nature of conveyance: [XX] Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: SEPTEMBER 12, 2000

2. Name and address of receiving party(ies): TKO SPORTS GROUP, INC., Internal Address, Street Address: 606 RENNIE STREET, City: HAMILTON, ONTARIO, Country: CANADA, Postal Code: L8H 3P5

If assignee is not domiciled in the United States, a photocopy of the domestic representative designation is attached: [XX] Yes

(Designations must be a separate document from assignment)

Additional name(s) and address(es) attached? [] Yes [XX] No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) NONE

B. Trademark No.(s) 1,827,351

Additional numbers attached? [] Yes [XX] No

5. Name and address of party to whom correspondence concerning document should be mailed

Name: DALE PAUL DIMAGGIO, ESQ. Internal Address: Malin, Haley & DiMaggio, P.A. Street Address: 1936 South Andrews Avenue City: Fort Lauderdale State: Florida ZIP: 33316 Telephone: (954) 763-3303

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41) \$40.00 [XX] Enclosed [] Authorized to be charged to Deposit Account

8. Deposit account number: 13-1130

(Attach duplicate copy of this page if paying by deposit account)

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DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Signature of Dale Paul DiMaggio, Esq., Reg. No. 34,823

Date: 9/19/2000

Total number of pages including cover sheet, attachments, and document: Three (3)

Mail documents to be recorded with required cover sheet information to: Commission of Patents and Trademarks, Box Assignments

JKU

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Owner/Assignee : TKO SPORTS GROUP, INC.
 (A Canadian Corporation, Ontario
 Charter)

Serial No. : 74/331,258

Registration No. : 1,827,351

Filed : NOVEMBER 16, 1992

Mark : **MAFRA**

Examiner : KEITH L. HENDERSON

Law Office : 15

Our File No. : 9530.4715

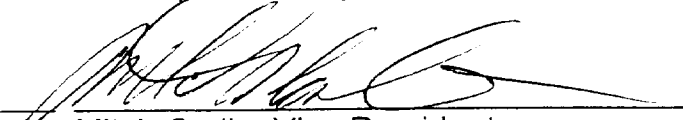
DESIGNATION OF DOMESTIC REPRESENTATIVE

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

Dale Paul DiMaggio of the law firm of Malin, Haley & DiMaggio, P.A., 1936 South Andrews Avenue, Fort Lauderdale, Florida 33316, is hereby designated as Owner/Assignee's representative upon whom notice or process in proceedings affecting the mark may be served.

TKO Sports Group, Inc.



 Mitch Carlin, Vice President

Dated: 9/15/00



ASSIGNMENT

09-22-2000
U.S. Patent & TMOfo/TM Mail Rept Dt. #26

Whereas, Mafra Corp., ("Assignor"), having an address of 10367 West Sample Road, Coral Springs, Florida 33065, a corporation of the State of Florida, has adopted and used in its business, a trademark which mark is identified as MAFRA, which is registered under number 1,827,351, dated March 22, 1994, in the United States of America ; and

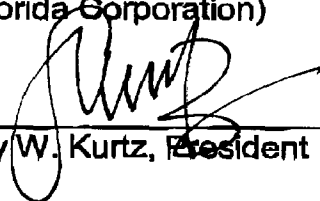
Whereas, TKO Sports Group, Inc., a Canadian Corporation, Ontario Charter, ("Assignee"), having an address of 606 Rennie Street, Hamilton, Ontario L8H 3P5, Canada, is desirous of acquiring said mark and the good will of said mark;

Now, Therefore, To All Whom It May Concern:

Be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration to them in hand paid, the receipt of which is hereby acknowledged, said Assignor, by these presents does sell, assign, and transfer unto the said Assignee the entire right, title and interest in and to the said trademark and the registration thereof, number 1,827,351, including the right to sue for damages for all past infringement occurring prior to the execution date of this Assignment, together with the good will of the mark and business in connection with which the said mark was and/or is used.

Mafra Corp.
(A Florida Corporation)

Date: SEPT. 12, 2000

By: 
Garry W. Kurtz, President

Registration Number: 1,827,351

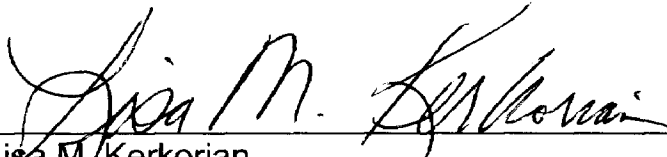
File Number: 9530.4715

CERTIFICATE OF MAILING

I HEREBY CERTIFY that the following correspondence: Trademark Assignment Recordation Form Cover Sheet; Executed Assignment of Registered Trademark; Photocopy of Designation of Domestic Representative; One Check in the amount of \$40.00; and return postcard for confirmation of receipt, is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Box Assignments, Arlington, Virginia 22202-3513, this 19th day of September, 2000.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code.

Any additional charges, including extension of time, please bill our Account No. 13-1130.



Lisa M. Kerkorian
Paralegal

Date: Tuesday, September 19, 2000

MALIN, HALEY & DiMAGGIO, P.A.
1936 South Andrews Avenue
Fort Lauderdale, Florida 33316
(954) 763-3303

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