

);BURT MAGEN COMPANY;575 MARKET STREET, SUITE 2500

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1



SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PVI Virtual Media Services, LLC		12/10/2010	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Sportvision, Inc.		
Street Address:	4619 N. Ravenswood Avenue, Suite 304		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60640		
Entity Type:	CORPORATION: Chicago, Illinois, USA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2538443	L-VIS	
Registration Number:	2498583	C-TRAK	
CORRESPONDENCE DATA			
Fax Number:	(415)369-9885		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4153699880		
Email:	gbaron@vierramagen.com		
Correspondent Name:	Burt Magen		
Address Line 1:	575 Market Street, Suite 2500		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	SPTV-01142US0		
NAME OF SUBMITTER:	Burt Magen		
Signature:	/Burt Magen/		

CH \$65.00 2538443

):BURT MAGEN COMPANY:575 MARKET STREET, SUITE 2500

Date:

12/17/2010

Total Attachments: 4

source=Trademark Assignment#page1.tif

source=Trademark Assignment#page2.tif

source=Trademark Assignment#page3.tif

source=Trademark Assignment#page4.tif

);BURT MAGEN COMPANY:575 MARKET STREET, SUITE 2500

TRADEMARK ASSIGNMENT

This Trademark Assignment dated as of December 10, 2010 (this "Assignment"), is made by PVI Virtual Media Services, LLC, a Delaware limited liability company ("Seller") in favor of Sportvision, Inc., a Delaware corporation ("Buyer"). Capitalized terms used but not defined herein have the meanings assigned to them in the Asset Purchase Agreement dated as of the date of this Agreement (the "Purchase Agreement") among Seller, Buyer and, solely with respect to Article VII of the Purchase Agreement, CSC Holdings, LLC, a Delaware limited liability company.

Pursuant to the Purchase Agreement, Seller has, among other things, agreed to grant all of its right, title and interest in and to the trademarks listed in the first column on Schedule I attached hereto (the "Trademarks") to Buyer.

The parties wish to execute this Assignment for purposes of transferring the Trademarks pursuant to the Purchase Agreement and filing this Assignment with the United States Patent and Trademark Office, and any other applicable trademark offices outside of the United States, as may be necessary to effectuate the assignment and transfer of the Trademarks to Buyer.

In consideration and in exchange for the sum of \$1.00 paid in hand to Seller by Buyer, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller hereby agrees as follows:

1. Seller hereby assigns, transfers, conveys and delivers to Buyer all of its right, title and interest throughout the world in and to (a) each of the Trademarks, (b) the goodwill of the business symbolized by and associated with the Trademarks, (c) all applications and registrations for the Trademarks and (d) all rights to proceeds of the foregoing and all rights appurtenant to each of the Trademarks, including, without limitation, all claims that could be asserted by Seller against third parties arising out of or relating to the use or ownership of the Trademarks.
2. Seller hereby acknowledges and agrees that from and after the date hereof, Buyer shall be the exclusive owner of the Trademarks.

[The next page is the signature page]

);BURT MAGEN COMPANY:575 MARKET STREET, SUITE 2500

IN WITNESS WHEREOF, PVI Virtual Media Services, LLC has caused this Assignment to be duly authorized and executed as of the date hereof.

PVI VIRTUAL MEDIA SERVICES, LLC

By: *[Signature]*
Name: Michael Dipasquale
Title: Executive Vice President

STATE OF New York)
) SS.:
COUNTY OF New York)

On this 10th day of December, 2010 before me personally came Michael Dipasquale, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that he is a representative of PVI Virtual Media Services, LLC; he signed the instrument in the name of PVI Virtual Media Services, LLC; and he had the authority to sign the Instrument on behalf of PVI Virtual Media Services, LLC.

[Signature]
Notary Public

SUSAN H. SANTIAGO
Notary Public, State of New York
No. 01SA4158631
Qualified in Richmond County
Certificate Filed in New York County
Commission Expires May 31, 2014

[Signature Page - Trademark Assignment]

Acknowledged:

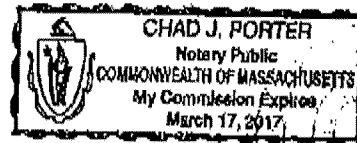
SPORTVISION, INC.

By: 
Name: Michael Jakob
Title: President

STATE OF Massachusetts)
COUNTY OF Suffolk)
:ss.:

On this 10 day of December, 2010 before me personally came Michael Jakob, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that he is a representative of Sportvision, Inc.; he signed the instrument in the name of Sportvision, Inc.; and he had the authority to sign the instrument on behalf of Sportvision, Inc.


Notary Public



BURT MAGEN COMPANY:575 MARKET STREET, SUITE 2500

SCHEDULE 1

Trademark	Jurisdiction	Registration Number	Registration Date
L-VIS	United States	2,538,443	2/12/2002
C-TRAK	United States	2,498,563	10/16/2001

61205372_5