

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
Liberty Sports Interactive, Inc.		03/10/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	RG VENTURES, LLC		
Street Address:	P.O. Box 31844		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63131		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2347555	DIAMOND CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	(314)726-7501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mjtefile@hdp.com		
Correspondent Name:	Michael J. Thomas		
Address Line 1:	7700 Bonhomme Ave.		
Address Line 2:	Suite 400		
Address Line 4:	St. Louis, MISSOURI 63105		
NAME OF SUBMITTER:	Michael J. Thomas		
Signature:	/Michael J. Thomas/		
Date:	03/23/2011		
Total Attachments: 4 source=Assignment LSI to RG Ventures#page1.tif source=Assignment LSI to RG Ventures#page2.tif source=Assignment LSI to RG Ventures#page3.tif source=Assignment LSI to RG Ventures#page4.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of March 10, 2011, is made by LIBERTY SPORTS INTERACTIVE, INC., a Delaware corporation ("Assignor"), in favor of RG VENTURES, LLC, a Missouri limited liability company ("Assignee").

WHEREAS, Assignor is the owner of all rights in the trademark set forth in Schedule 1 hereto (the "Mark") and the goodwill of the business symbolized by the Mark; and

WHEREAS, Assignor desires to acquire the entire right, title, and interest in and to the Mark and the U.S. registrations of the Mark and Assignor has agreed to execute and deliver this Trademark Assignment for recording with national, federal and state government authorities including the US Patent and Trademark Office.

NOW THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

1. Assignment. Assignor agrees to and does hereby convey, transfer and assign to Assignee:
 - (a) the entire right, title and interest in and to the Mark, the U.S. registration of the Mark, any and all other pending applications or registrations Assignor may own on the Mark, the goodwill of the business symbolized by the Mark, and the right to sue and recover for any infringements of the Mark occurring prior to this Assignment;
 - (b) all rights of any kind whatsoever of Seller accruing under the registration of the Mark as provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;
 - (c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to the Mark; and
 - (d) any and all claims, for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right, but no obligation, to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation. Seller authorizes the Commissioner for Trademarks and any other national, federal and state government officials to record and register the Trademark Assignment upon request by Buyer.
3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Governing Law. This Trademark Assignment shall be governed by and construed in accordance with the internal laws of the State of Missouri without giving effect to any choice or conflict of law provision or rule (whether of the State of Missouri or any other jurisdiction) that would cause the application of laws of any jurisdiction other than those of the State of Missouri.

[remainder of page intentionally blank; signatures on following page]

IN WITNESS WHEREOF, Seller has duly executed and delivered this Trademark Assignment as of the date first above written.

LIBERTY SPORTS INTERACTIVE,
INC.

By: 

Name: MARK D. CALETAN

Title: SENIOR VICE PRESIDENT

AGREED TO AND ACCEPTED:

RG VENTURES, LLC

By: 

Name: WELTON J. BRISSON

Title: President

SCHEDULE 1 TO TRADEMARK ASSIGNMENT AGREEMENT

Trademark	Reg. No.	Serial No.
Diamond Challenge	2,347,555	75407178