

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
BabyTV Network LLC		06/01/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Elite Sports Limited		
Street Address:	Elite Sports Limited		
Internal Address:	c/o Line Management Services Limited 57-63 Line Wall Road		
City:	Gibraltar		
State/Country:	GIBRALTAR		
Entity Type:	COMPANY: GIBRALTAR		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77576203	BABYTV	
Registration Number:	3645486	BABIO	
CORRESPONDENCE DATA			
Fax Number:	(310)969-3095		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 369-7630		
Email:	tm@fox.com		
Correspondent Name:	Tina M. Pompey, Esq., Fox Group Legal		
Address Line 1:	P.O. Box 900		
Address Line 2:	Intellectual Property Department		
Address Line 4:	Beverly Hills, CALIFORNIA 90213-0900		
ATTORNEY DOCKET NUMBER:	CA2009008337,8531		
DOMESTIC REPRESENTATIVE			
Name:			

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**TRADEMARK
 REEL: 004554 FRAME: 0389**

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Tina Pompey, Attorney for Applicant

Signature:

/Tina M. Pompey/

Date:

06/03/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment, dated as of 1st June, 2011, is between BabyTV Network LLC, a Delaware Limited Liability Company with a principal place of business at Corporation Trust Center 1209 Orange Street, Wilmington, DE 19801, U.S.A. ("Assignor"), and Elite Sports Limited, a Gibraltar company, with a principal place of business at c/o Line Management Services Limited 57-63 Line Wall Road, Gibraltar ("Assignee").

WHEREAS, Assignor has adopted and used the trademarks, those which are registered or pending with the United States Patent and Trademark Office as set forth in Scheduled A, attached hereto; (the "Marks"); and

WHEREAS, Assignee wishes to acquire all right title and interest in and to the Mark;

NOW, THEREFORE, in consideration of payment of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said Marks, together with the goodwill of the business symbolized by said Marks, the above-identified application for the Marks, and all rights of action and claims for past infringements thereof.

ACKNOWLEDGED AND AGREED

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BabyTV Network LLC

Elite Sports Limited

By: [Signature]

By: [Signature]

Name: LIRAN TALIT

Name: Jason Thorp

Title: DIRECTOR

Title: Director

Schedule A

Mark Name	Reg. No.	Reg. Date	Appl. No.	Appl. Date	Int'l Classes
BABYTV and Design			77/576203	09/23/2008	38, 41
BABIO Wordmark	3645486	06/30/2009	77/303577	10/14/2007	38, 41