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To the Honorable Commissioner of P

101378662

ached original documents or copy thereof.

1. Name of conveying party(ies):

The Sonic Group, LLC

Handwritten initials and signature

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other Limited Liability Company

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: May 17, 2000

2. Name and address of receiving party(ies)

Name: Mississippi River Festival, LLC

Internal Address:

Street Address: 2216 Troy Road, #394

City: Edwardsville State: IL ZIP: 62025

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State
Other Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached?

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

A. Trademark Application No.(s)

- 75/420,490
75/593,650
75/593,827
75/594,077

B. Trademark Registration No.(s)

Additional numbers attached?

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

Name: Bruce E. Burdick

Internal Address: HAVERSTOCK, GARRETT & ROBERTS

Street Address: 611 Olive Street, Suite 1610

City: St. Louis State: MO ZIP: 63101

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
Authorized to be charged to deposit account

8. Deposit account number:

08-1280

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

DO NOT USE THIS SPACE

06/12/2000 ASBOTT 00000009 75420490

FC:481 40.00 DP
FC:482 75.00 DP

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.

Bruce E. Burdick
Name of Person Signing

Handwritten signature of Bruce E. Burdick

Signature

5-18-2000

Date

Total number of pages including cover sheet, attachments, and document:

4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002085 FRAME: 0695

ASSIGNMENT

Mississippi River Festival Marks from The Sonic Group, LLC to The Mississippi River Festival, LLC

WHEREAS, The Sonic Group, LLC, an Illinois limited liability company having a place of business at 2216 Troy Road, #394, Edwardsville, Illinois 62025 (hereinafter "Assignor"), has adopted as service marks and/or trademarks the terms listed in Appendix A ("MISSISSIPPI RIVER FESTIVAL MARKS") for the goods and services listed and is the owner of the entire right, title and interest in and to MISSISSIPPI RIVER FESTIVAL MARKS together with the goodwill associated therewith and the entire Services business of Assignor to which the MISSISSIPPI RIVER FESTIVAL MARKS pertain.

WHEREAS, The Mississippi River Festival, LLC, an Illinois limited liability corporation (hereinafter "Assignee"), having its principal office and place of business at 2216 Troy Road, #394, Edwardsville, Illinois 62025 is desirous of acquiring the entire right, title and interest in and to the MISSISSIPPI RIVER FESTIVAL MARKS together with the goodwill associated therewith and the entire Services business of Assignor to which the Marks pertain.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN THAT, for and in consideration of valuable consideration to it paid by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents do hereby assign, sell transfer and set over to said Assignee, the entire right, title and interest in and to the MISSISSIPPI RIVER FESTIVAL MARKS together with the goodwill associated therewith and the entire Services business of Assignor to which the MISSISSIPPI RIVER FESTIVAL MARKS pertain, including the right to sue for past and present infringement, the same to be held and enjoyed by Assignee

APPENDIX A

MISSISSIPPI RIVER FESTIVAL marks

MARK	APPLICATION # FILING DATE	CLASS	GOODS/SERVICES
MRF	75/593827 11/23/98	41	Entertainment services, namely operating a sports, concert, convention, exhibition and family entertainment amphitheater and the production or co-production of sports events, concerts, business and non-business conventions, exhibitions and family entertainment for public viewing and for radio and television broadcasts
MISSISSIPPI RIVER FESTIVAL	75/420,490 01/20/98	41	Educational and entertainment services, namely, holding live concerts by musical performers and musical stars, concert booking, lighting production, and audio recording and production
MISSISSIPPI RIVER FESTIVAL AMPHITHEATER	75/593650 11/23/98	41	Entertainment services, namely operating a sports, concert, convention, exhibition and family entertainment amphitheater and the production or co-production of sports events, concerts, business and non-business conventions, exhibitions and family entertainment for public viewing and for radio and television broadcasts
MISCELLANEOUS DESIGN (SUN, WAVES & TREES)	75/594077 11/23/98	41	Entertainment services, namely operating a sports, concert, convention, exhibition and family entertainment amphitheater and the production or co-production of sports events, concerts, business and non-business conventions, exhibitions and family entertainment for public viewing and for radio and television broadcasts