

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 |
|---|----------|----------------|---------------------|
| Societe Europeenne De Teletransmissionssportives | | 01/02/2003 | CORPORATION: FRANCE |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------|
| Name: | Eurosport |
| Street Address: | 3 rue Gaston et Rene Caudron |
| City: | 92798 Issy les Moulineaux |
| State/Country: | FRANCE |
| Entity Type: | Joint Stock Company: FRANCE |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|----------------------|---------|
| Registration Number: | 2058560 |

CORRESPONDENCE DATA

Fax Number: (212)808-0844

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Correspondent Name: Norris, McLaughlin & Marcus

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ATTORNEY DOCKET NUMBER:

101293-150

DOMESTIC REPRESENTATIVE

Name: Bruce S. Londa

Address Line 1: 220 E. 42nd. Street, 30th Floor

900000221

TRADEMARK
REEL: 002648 FRAME: 0523

CH \$40.00 75539585

Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:

Bruce S. Londa

Total Attachments: 3

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III/2003.045

**ACTE DE TRANSFERT DE PROPRIETE
DEED OF TRANSFER OF OWNERSHIP****ENTRE LES SOUSSIGNEES
BETWEEN**

Société Européenne de Télétransmissions Sportives, Société par Actions Simplifiée, au capital de 40 000 Euros, dont le siège social est situé 3, rue Gaston et René Caudron - 92130 ISSY LES MOULINEAUX CEDEX 9 - FRANCE (anciennement située au 54, avenue de la Voie Lactée, 92100 BOULOGNE, puis au 1, quai du Point du Jour, 92100 BOULOGNE), immatriculée au Registre du Commerce et des Sociétés de Nanterre - France sous le numéro B 382.632.164, Représentée par: Monsieur Jean-Pierre Paoli, dûment habilité aux fins de la présente.

Ci-après dénommée «**SETS**»)

Société Européenne de Télétransmissions Sportives, a company with a capital of 40,000 Euros having its head office at 3, rue Gaston et René Caudron 92130 ISSY LES MOULINEAUX, CEDEX 9, FRANCE (formerly at 54, avenue de la Voie Lactée 92100 BOULOGNE, FRANCE; then 1, quai du Point du Jour 92100 BOULOGNE, FRANCE), registered at the companies and trade registry of Nanterre - FRANCE under number B 382.632.164, represented by Mr. Jean-Pierre Paoli, being duly authorized for the purposes of the present document,

(hereinafter referred to as "**SETS**")

D'UNE PART, ON ONE HAND

ET AND

EUROSPORT, Société Anonyme, au capital de 15 000 000 Euros, dont le siège social est situé 3, rue Gaston et René Caudron - 92798 ISSY LES MOULINEAUX CEDEX 9 - FRANCE, immatriculée au Registre du Commerce et des Sociétés de Nanterre - France sous le numéro B 353.735.657, représentée par : Monsieur Angelo Codignoni, dûment habilité aux fins de la présente,

(Ci-après dénommée «**EUROSPORT SA**»)

EUROSPORT, Société Anonyme, a French company with a capital of 15,000,000 Euros, having its head office at 3, rue Gaston et René Caudron, 92798 ISSY LES MOULINEAUX, CEDEX 9, FRANCE, registered at the companies and trade registry of Nanterre, France under the number B 353 735 65, represented by Mr. Angelo Codignoni, being duly authorized for the purposes of the present document,

(hereinafter referred to as "**EUROSPORT SA**")

D'AUTRE PART, ON OTHER HAND

Aux termes d'une transmission universelle de patrimoine prenant effet rétroactivement le 2 janvier 2003, EUROSPORT SA a acquis tous les actifs incorporels de SETS.

By virtue of a merger between SETS and EUROSPORT SA, dated January 2, 2003, EUROSPORT SA has acquired all the intangible fixed assets of SETS.

Cette transmission universelle du patrimoine de SETS à EUROSPORT SA inclue notamment le transfert de propriété des marques dont la liste est annexée à cet acte. (**Annexe 1**).

*This merger makes in particular provision for the transfer of the trademarks listed in **Annex 1** to this Deed.*

Cet acte permettra l'inscription de ce transfert auprès des autorités administratives compétentes sur les territoires desquels les dites marques produisent leurs effets, à charge et aux frais de la société EUROSPORT SA.

This deed is to be used for the purposes of the recordal of the transfer of ownership of the listed trademarks from SETS to EUROSPORT SA with respective trademark administrations of all jurisdictions concerned.

Fait à Executed in

Le On January 02, 2003.

SOCIÉTÉ EUROPÉENNE DE TÉLÉTRANSMISSIONS SPORTIVES

EUROSPORT. Société Anonyme

ach. Marie Dupuis

| FILE | TRADEMARK | OWNER | COUNTRY | APPLICATION | APPLICATION DATE | APPLICATION NUMBER | DATE OF THE FIRST REGISTRATION | NUMBER OF THE FIRST REGISTRATION | DATE OF THE LAST REGISTRATION | NUMBER OF THE LAST REGISTRATION | CLASSES | STATUS | DEADLINE FOR RENEWAL |
|--------|-----------|----------|----------|---------------------------|------------------|--------------------|--------------------------------|----------------------------------|-------------------------------|---------------------------------|----------------------------|-----------------------------|----------------------|
| HA1450 | EUROSPORT | S.E.T.S. | GERMANY | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,713 | 14-Nov-94 | | 14-Nov-94 | | 09,16,12 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | GERMANY | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PROVISIONAL TOTAL REFUSAL | |
| HA1450 | EUROSPORT | S.E.T.S. | AUSTRIA | NATIONAL APPLICATION | 14-Nov-88 | AM 516/748 | 11-Apr-89 | 121,788 | 30-Apr-99 | 124,789 | 09,16,35,38,41 | REGISTERED | 30-Apr-09 |
| HA1450 | EUROSPORT | S.E.T.S. | AUSTRIA | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | | | | | 09,16,12 | PROVISIONAL TOTAL REFUSAL | |
| HA1456 | EUROSPORT | S.E.T.S. | AUSTRIA | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PENDING | |
| HA1450 | EUROSPORT | S.E.T.S. | BELARUS | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,713 | 14-Nov-94 | | 14-Nov-94 | | 09,14,16,25,28,35,38,41,42 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | BELARUS | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PENDING | |
| HA1450 | EUROSPORT | S.E.T.S. | BELELUX | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | 14-Nov-94 | | 14-Nov-94 | | 09,16,41 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | BELELUX | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PENDING | |
| HA1450 | EUROSPORT | S.E.T.S. | BULGARIA | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | 14-Nov-94 | | 14-Nov-94 | | 09,16,42 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | BULGARIA | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | 24-FEV-2000 | 732,747 | | 732,747 | 09,14,16,25,28,35,38,41,42 | REGISTERED | 24-FEV-2110 |
| HA1450 | EUROSPORT | S.E.T.S. | CHINA | INTERNATIONAL APPLICATION | | | | | | | 09,14,16,25,28,35,38,41,42 | POSTERIOR DESIGNATION | |
| HA1450 | EUROSPORT | S.E.T.S. | CROATIA | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | 14-Nov-94 | | 14-Nov-94 | | 09,16,42 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | CROATIA | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PENDING | |
| HA1450 | EUROSPORT | S.E.T.S. | DENMARK | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | 14-Nov-94 | | 14-Nov-94 | | 09,16,42 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | DENMARK | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PROVISIONAL PARTIAL REFUSAL | |
| HA1450 | EUROSPORT | S.E.T.S. | FINLAND | INTERNATIONAL APPLICATION | 14-Nov-94 | 636,733 | 14-Nov-94 | | 14-Nov-94 | | 09,16,42 | REGISTERED | 14-Nov-04 |
| HA1456 | EUROSPORT | S.E.T.S. | FINLAND | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 09,14,16,25,28,35,38,41,42 | PROVISIONAL PARTIAL REFUSAL | |
| HA1450 | EUROSPORT | S.E.T.S. | FRANCE | NATIONAL APPLICATION | 03-AUG-93 | 339,893 | 12-AUG-94 | 113,630 | 23-AUG-1994 | 113,630 | 9 | REGISTERED | 23-AUG-2004 |
| HA1456 | EUROSPORT | S.E.T.S. | FRANCE | INTERNATIONAL APPLICATION | 24-FEV-2000 | 732,747 | | | | | 14,16,25,28,35,38,41,42 | PENDING | |
| HA1450 | EUROSPORT | S.E.T.S. | FRANCE | NATIONAL APPLICATION | 01-Apr-93 | 93/462,249 | 01-Apr-93 | 93/462,249 | 01-Apr-93 | 93/462,249 | 09,16,12 | REGISTERED | 01-Apr-01 |
| HA1456 | EUROSPORT | S.E.T.S. | FRANCE | INTERNATIONAL APPLICATION | 30-AUG-1993 | 93/104,501 | 30-AUG-1999 | 93/809,801 | 34-AUG-1999 | 93/809,801 | 09,14,16,25,28,35,38,41,42 | REGISTERED | 30-AUG-2009 |
| HA1450 | EUROSPORT | S.E.T.S. | FRANCE | NATIONAL APPLICATION | 06-Oct-98 | 98/252,858 | 06-Oct-98 | 98/752,858 | 06-Oct-98 | 98/752,858 | 09,14,16,25,28,35,38,41,42 | REGISTERED | 06-Oct-08 |