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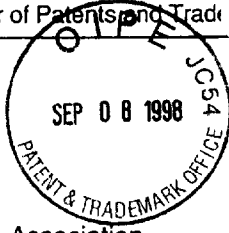
To the Honorable Commissioner of Patents and Trademarks

documents or copy thereof.

100831487

1. Name of conveying party(ies):

The Upper Deck Company



- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State California, Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: September 3, 1998

2. Name and address of receiving party(ies)

Name: The Upper Deck Company, LLC

Internal Address:

Street Address: 5909 Sea Otter Place

City: Carlsbad State: CA ZIP: 92008

- 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: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

75/064,130
75/064,136
75/132,228

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Peter M. Shughrou

Internal Address: The Upper Deck Company, LLC

Street Address: 5909 Sea Otter Place

City: Carlsbad State: CA ZIP: 92008

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

210750

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

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02 FC:402 50.00 CH

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.

Peter M. Shughrou

Name of Person Signing

Signature

Signature

9/3/98

Date

5

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

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

TRADEMARK REEL: 1788 FRAME: 0856

**ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS**

This Assignment is effective as of the date of execution and is made by and

between:

The Upper Deck Company	)	
a California corporation	)	Hereinafter
having its principal place of business	)	referred to as
located at 5909 Sea Otter Place	)	"ASSIGNOR"
Carlsbad, California 92008-1989	)	
	)	
	)	
<b>and</b>	)	
	)	
The Upper Deck Company, LLC	)	Hereinafter
a Delaware limited liability company	)	referred to as
having its principal place of business	)	"ASSIGNEE"
located at 5909 Sea Otter Place	)	
Carlsbad, California 92008-1989	)	
_____	)	

**WITNESSETH :**

WHEREAS, ASSIGNOR has adopted and is using the marks identified on the chart in EXHIBIT A for which applications have been filed with and are currently pending before the United States Trademark Office.

WHEREAS, ASSIGNEE is desirous of acquiring said marks and any issuing registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the applications and issuing registrations thereof.



September 3, 1998  
Date

Mr. Richard P. McWilliam  
CEO  
The Upper Deck Company  
a California corporation  
5909 Sea Otter Place  
Carlsbad, California 92008

STATE OF CALIFORNIA     )  
  )   ss.  
County of San Diego     )

On this the 3rd day of September, 1998, before me the undersigned, personally appeared Richard P. McWilliam, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the foregoing instrument for the purposes therein contained.

Heidi Rowland  
Notary Public

My commission expires :  
January 8, 2002



# EXHIBIT A

<i>Serial No.</i>	<i>Filing Date</i>	<i>Trademark</i>	<i>Goods</i>
75/064,130	2/21/96	Miscellaneous Hologram Design	Trading cards
75/064,136	2/21/96	Hockey Puck Hologram Design	Trading cards
75/132,228	7/8/96	Miscellaneous Design (GAME JERSEY CARD)	Trading cards

