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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #58

100965328

To the Hon. Commissioner of Patents & Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): **2.8.99**
 Fred C. Hardwick, III

Individual(s) Association
 General Partnership Other
 Limited Partnership
 Corporation -

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

2. Name and address of receiving party(ies):

Name:
 The Eatertainment Company ✓

Street Address:
 1233 Airport Road
 Sevierville, TN 37862

Individual(s) citizenship:
 Association
 General Partnership
 Limited Partnership
 Corporation - Delaware ✓
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

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

3. Nature of conveyance:

Assignment Merger
 Change of Name Other
 Security Agreement

Execution Date: December 31, 1998 ✓

4. Application number(s) or registration (numbers):

A. Trademark Application No(s).
 75/211,806 ✓

B. Trademark Registration No(s).

Additional numbers attached? Yes No

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

Andrew S. Neely
 LUEDEKA, NEELY & GRAHAM, P.C.
 P. O. Box 1871
 Knoxville, TN 37901

6. Total number of applications and registrations involved:
 1

7. Total fee (37 CFR 3.41).....\$ **40.00**
 Enclosed
 Please charge to deposit account any missing or additional fee

8. Deposit Account No. 12-2355


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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.

Andrew S. Neely
 Name of Person Signing


 Signature

February 5, 1999
 Date

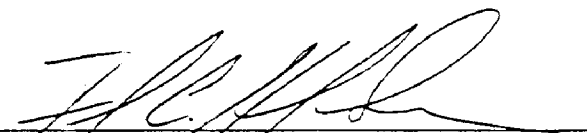
Total number of pages including cover sheet: [3]

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TRADEMARK
REEL: 1853 FRAME: 0939

TRADEMARK ASSIGNMENT

Fred C. Hardwick III, an individual of the United States of America having the address of 608 Nellie Street, Pigeon Forge, Tennessee 37863 ("Hardwick") does hereby sell, assign and transfer to The Eatertainment Company, a Delaware corporation with offices at 1233 Airport Rd., Sevierville, TN 37862 its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America and all other countries on the planet Earth in and to "XTREME SPORTS WORLD" (the "Trademark"), the existing and ongoing business connected with the Trademark, and U.S. Serial No. 75/211,806, currently owned by Fred C. Hardwick III, including all rights of action, including all rights in the Trademark arising by common law or arising by the filing of an application for registration of a Trademark in this or another country or arising by operation of any statute or treaty of the United States of America (or any state thereof) or any other country, together with the goodwill and business reputation associated with said Trademark.



FRED C. HARDWICK III

12-31-98
DATE

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