

05-09-2001

Form PTO-1594

(Rev. 6-93)

RE:



U.S. Department of Commerce  
Patent and Trademark Office

4-27-01

101708357

To the Assistant Commissioner for Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Brown & Bigelow, Inc.

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  yes  no

2. Name and address of receiving party(ies):  
Name: The United States Playing Card Company  
Internal Address: \_\_\_\_\_  
Street Address: 4590 Beech Street  
City: Cincinnati State: Ohio Zip: 45212

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Delaware  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  yes  no  
(Designation must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  yes  no

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement             Change of Name  
 Other \_\_\_\_\_

Execution Date: March 15, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

786,728	800,248	1,015,776	1,070,229
1,083,939	1,126,822	1,311,050	1,318,095
1,325,654	1,327,250	1,342,484	1,495,231
1,644,376	1,645,186	1,686,549	1,759,877
1,780,214	1,793,627	1,925,597	2,050,539
2,310,039	2,343,299	2,346,950	2,367,320
2,392,336			

400

Additional numbers attached?  yes  no

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Lynda E. Roesch  
Dinsmore & Shohl LLP  
Street Address: 1900 Chemed Center  
255 East Fifth Street  
City: Cincinnati State: OH Zip: 45202

6. Total number of applications and registrations involved:..... 25

7. Total fee (37 CFR 3.41): \$ 640.00

Enclosed  
 Additional expenses authorized to be charged to deposit account

8. Deposit account number: 04-1133  
(Attached duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Lynda E. Roesch  
Name of Person Signing

*Lynda E. Roesch*  
Signature

4-23-2001  
Date

Total number of pages comprising cover sheet: 1

Doc. # 670473.01

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01 77:481  
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TRADEMARK  
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ASSIGNMENT SERVICES  
DIVISION

## U.S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made effective this 15<sup>th</sup> day of March, 2001 by BROWN & BIGELOW, INC., a Delaware corporation ("Assignor"), and THE UNITED STATES PLAYING CARD COMPANY, a Delaware corporation ("Assignee"), as required by the Assets Acquisition Agreement entered into between Assignors and Assignee, on January 15, 2001 ("Assets Acquisition Agreement"). Capitalized terms used and not defined herein have the meaning set forth in the Assets Acquisition Agreement.

WHEREAS, Assignor has adopted, used and/or is currently using and owns certain marks, and has agreed to assign to Assignee all of Assignor's right, title, and interest in and to all its US and foreign registered or unregistered trademarks, trade names, service marks, trade dress, trade styles, logos, domain names, pending applications for any of the foregoing, including, without limitation, intent to use applications and assumed names, included in the Hoyle Division's Business, including but not limited to those which are identified and set forth on Schedule A annexed hereto (collectively, "Marks") and the goodwill of the business of Assignor associated with the Marks.

NOW, THEREFORE, for ten dollars (\$10.00) and for other good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor hereby sells, assigns, transfers, sets over, and delivers to Assignee, the Assignor's entire right, title and interest in and to the Marks, along with the goodwill of Assignor's business in connection with which the Marks are used, free and clear of any Liens in all countries, the same to be held and enjoyed by said Assignee, its successors, assigns, or legal representatives, together with income, royalties, damages, or payments due on the date hereof or thereafter, including, without limitation, all claims for damages or payments by reason or infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignee, in acquiring the Marks and, in particular, the intent to use applications, is doing so intending to be the successor to that portion of the business of the Assignor to which the Marks pertain including, without limitation, the goodwill of the business associated therewith.

Assignor hereby covenants that it shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (i) in the implementation or perfection of this Assignment; and (ii) in the recordation of this Assignment with the United States Patent and Trademark Office and any governmental/recording office of any country or countries foreign to the United States in which assignments of trademarks are recorded.

IN WITNESS WHEREOF, Assignor has hereunto set its hand and seal.

BROWN & BIGELOW, INC.

By: W.D. Smith

Title: President

Date: 3-15-01

STATE OF Minnesota )  
COUNTY OF Ramsey ) SS:

On this 15<sup>th</sup> day of March, 2001, before me personally came W.D. Smith Sr, to me known who, being duly sworn, did depose and say that he resides in the State of Minnesota; and that he signed his name thereto.

William Coyne  
Notary Public



**Schedule "A"**  
**BROWN & BIGELOW, INC. (A DELAWARE CORP.)**

<u>Reg. No.</u>	<u>Trademark</u>	<u>Reg. Date</u>	<u>Int'l Class</u>
786,728	MAVERICK (stylized)	03/16/65	16
800,248	STARDUST & Design	12/14/65	22
1,015,776	KENT & Design	07/15/75	16
1,070,229	P.G.C. (stylized)	07/25/77	16
1,083,939	TRUMP (stylized)	01/31/78	16
1,126,822	HOYLE	11/20/79	16, 24 & 28
1,311,050	IDENTI-SIGN	12/25/84	16
1,318,095	FLAG	02/05/85	16
1,325,654	HOYLE	03/19/85	16
1,327,250	POCKET TRIVIA	03/26/85	28
1,342,484	HOYLE	06/18/85	14, 16 & 28
1,495,231	ACCORDING TO HOYLE	07/05/88	28
1,644,376	Maverick Card Back Design	05/14/91	16
1,645,186	Shellback Card Back Design	05/21/91	16
1,686,549	HOYLE	05/12/92	28
1,759,877	DELTA	03/23/93	16
1,780,214	P.G.C. (stylized)	07/06/93	16
1,793,627	ACCORDING TO HOYLE	09/21/93	16
1,925,597	CASINO MANIA	10/10/95	28
2,050,039	HOYLE OFFICIAL PLAYING CARD (& PACKAGE DESIGN)	04/08/97	16
2,310,039	GLO PUZZLE	01/18/00	28
2,343,299	PUZZLE PLUS FUN SET	04/18/00	16
2,346,950	MAVERICK PLAYING CARD & Package Design	05/02/00	16
2,367,320	MAVERICK (stylized)	07/18/00	28
2,392,336	A PUZZLE PLUS A WHOLE LOT MORE!	10/03/00	16