

03-03-2003



To the Assistant Commissioner for Trademarks

102378297

ts or copy thereof.

1. Name of conveying party(ies):

Playoff Corporation

2.10.03

- Individual(s)
- General Partnership
- Corporation - of Texas
- Other _____
- Association
- Limited liability company

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

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

Name: Donruss Playoff, L.P.

Street Address: 2300 E. Randol Mill Road

City Arlington, State Texas Zip 76011

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership Delaware
- Corporation - _____
- 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
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: November 25, 1998; November 25, 1998

4. Application number(s) or registration number(s):
Registration No.(s)

- 1. Reg No.: 1,735,693 Reg. Date: 11/24/1992 - STUDIO
- 2. Reg No.: 2,021,051 Reg. Date: 12/03/1996 - ROOKIE ROLL CALL
- 3. Reg No.: 1,753,230 Reg. Date: 02/16/1993 - PINNACLE
- 4. Reg No.: 2,050,966 Reg. Date: 04/08/1997 - ACTION PACKED

- 5. Reg No.: 2,056,262 Reg. Date: 04/22/1997 - HIT LIST
- 6. Reg No.: 2,059,843 Reg. Date: 05/06/1997 - SPORTFLIX
- 7. Reg No.: 2,421,081 Reg. Date: 01/16/2001 - SELECT
- 8. Reg No.: 2,084,654 Reg. Date: 07/29/1997 - POWER ALLEY

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

Name: Norman H. Zivin

Internal Address: Cooper & Dunham LLP

Street Address: 1185 Avenue of the Americas

23rd Floor

City: New York State: New York ZIP 10036

6. Total number of applications involved:

7. Total fee (37 CFR 3.41): \$ 215.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-3125
(Attach 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.

Norman H. Zivin
Name of Person Signing

Signature

February 6, 2003
Date

Total Number of pages including cover sheet:

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

02/26/2003 TBIAZ1 00000067 1735693

01 FC:8521
02 FC:8522

40.00 OP
175.00 OP

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the office of Management and Budget, Paperwork Reduction Project. (0651-0011). Washington, D.C. 20503

115 TRADEMARK

REEL: 002680 FRAME: 0681

Dkt. 57790

TRADEMARK ASSIGNMENT

WHEREAS, PLAYOFF CORPORATION, a corporation of the State of Texas, is the owner of the trademarks shown on the annexed schedule; and

WHEREAS, DONRUSS PLAYOFF, L.P., a Delaware limited partnership, having a place of business at 2300 E. Randol Mill Road, Arlington, Texas 76011, is desirous of acquiring the marks and the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

PLAYOFF CORPORATION, hereby sells, assigns and transfers to DONRUSS PLAYOFF, L.P., and its successors and assigns, all right, title and interest in and to the marks, together with the goodwill of the business symbolized by the marks, and the right to sue for past infringement thereof.

PLAYOFF CORPORATION

Dated: 2-4-03, 2003 By: Curt Cook
Name: Curt Cook
Title: CFO

SCHEDULE OF TRADEMARKS

| <u>Trademark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|-------------------------|--------------------------------|---------------------------------|
| STUDIO | 1,735,693 | 11/24/1992 |
| ROOKIE ROLL CALL | 2,021,051 | 12/03/1996 |
| PINNACLE | 1,753,230 | 02/16/1993 |
| ACTION PACKED | 2,050,966 | 04/08/1997 |
| HIT LIST | 2,056,262 | 04/22/1997 |
| SPORTFLIX | 2,059,843 | 05/06/1997 |
| SELECT | 2,421,081 | 01/16/2001 |
| POWER ALLEY | 2,084,654 | 07/29/1997 |