

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KEM Plastics Playing Cards, Inc.		05/13/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	The United States Playing Card Company
Street Address:	4590 Beech Street
City:	Cincinnati
State/Country:	OHIO
Postal Code:	452123497
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	0505214	KEM
Registration Number:	0505215	KEM

CORRESPONDENCE DATA	
Fax Number:	(513)977-8141
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5139778799
Email:	michael.hurst@dinslaw.com
Correspondent Name:	Dinsmore & Shohl, LLP
Address Line 1:	255 East Fifth Street
Address Line 2:	1900 Chemed Center
Address Line 4:	Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	8394-3
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NAME OF SUBMITTER:	J. Michael Hurst
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Total Attachments: 2
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## ASSIGNMENT

WHEREAS, KEM Plastics Playing Cards, Inc. ("ASSIGNOR"), a New York corporation located and doing business at 2400 Stafford Avenue, Suite 200, Scranton, Pennsylvania 18505, owns the trademarks ("Marks") and the United States trademark registrations ("Registrations") listed on the attached Schedule A; and

WHEREAS, The United States Playing Card Company ("ASSIGNEE"), a Delaware corporation located and doing business at 4590 Beech Street, Norwood, OH 45212, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as of the date written below.

KEM Plastics Playing Cards, Inc.

Date: May 13, 2004

By: 

Name: John Parente

Title: President

Schedule A

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
KEM in tall stylized print	No. 0505214	December 28, 1948
KEM and Crown Design	No. 0505215	December 28, 1948