

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Upper Deck Company, LLC		05/06/2004	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Mr Richard P McWilliam		
Street Address:	5909 Sea Otter Place		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76456177	E UPPER DECK ENTERTAINMENT	
CORRESPONDENCE DATA			
Fax Number:	(760)929-3495		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	760-929-3162		
Email:	pete_shughrou@upperdeck.com		
Correspondent Name:	Peter Shughrou		
Address Line 1:	5909 Sea Otter Place		
Address Line 4:	Carlsbad, CALIFORNIA 92008		
NAME OF SUBMITTER:	Peter Shughrou		
Total Attachments: 1			
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ASSIGNMENT

The Upper Deck Company, LLC, a Delaware limited liability company, located at 5909 Sea Otter Place, Carlsbad, California 92008 ("Assignor"), has previously adopted and used in its business the UPPER DECK ENTERTAINMENT and Design trademark and copyright, for which Assignor has applied for trademark registration with the United States Patent and Trademark Office, U.S. Application Serial No. 76/456177, filed October 7, 2002 and copyright registration VA-550-45, filed September 6, 2002.

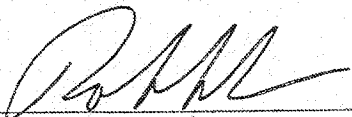
Assignor and Richard P. McWilliam ("Assignee") are parties to that certain License Agreement, dated July 5, 2001 ("Agreement") pursuant to which Assignor consents to transfer and assign to Assignee the above intellectual property rights upon revocation of the Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest worldwide in and to the UPPER DECK ENTERTAINMENT and Design trademark, U.S. Application Serial No. 76/456177, and copyright registration VA-550-45 (and all renewals and extensions thereof), This Assignment is made pursuant to the terms of the Agreement.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment on May 5, 2004.

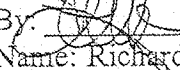
Assignor

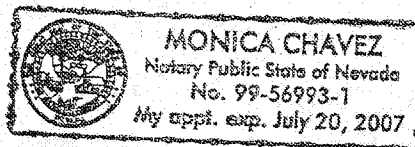
The Upper Deck Company, LLC
a Delaware limited liability company

By: 
Name:
Title:

Assignee

Richard P. McWilliam.

By: 
Name: Richard P. McWilliam



Monica Chavez acknowledged +
notary public
Richard P. McWilliam Signed on 5/6/20