

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Russell Asset Management, Inc.		07/23/2004	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Game, LLC		
<b>Street Address:</b>	2711 Crawford Road		
<b>City:</b>	Phenix City		
<b>State/Country:</b>	ALABAMA		
<b>Postal Code:</b>	36867		
<b>Entity Type:</b>	LIMITED PARTNERSHIP:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1489462		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(770)951-0933		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	770-933-9500		
<b>Email:</b>	lara.obrien@tkhr.com		
<b>Correspondent Name:</b>	Thomas, Kayden, Horstemeyer & Risley		
<b>Address Line 1:</b>	100 Galleria Parkway, N.W.		
<b>Address Line 2:</b>	Suite 1750, Attn: James W. Kayden		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339-5948		
<b>ATTORNEY DOCKET NUMBER:</b>	80705-9010 THE GAME LLC		
<b>NAME OF SUBMITTER:</b>	Lara L. O'Brien		
<b>Total Attachments: 1</b> source=_0727101616_001#page1.tif			

CH \$40.00 1489462

