

FORM PTO-1595
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

03-25-2004



3-15-04

To the Assistant Commissioner for Trademarks.

copy thereof.

of receiving party(ies):

1. Name of conveying party(ies):

102703629

Playoff Corporation

Name: Donruss Playoff, L.P.

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

Street Address: 2300 E. Randol Mill Road

City Arlington, State Texas Zip 76011

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

- 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: March 10, 2004

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

Registration No.(s)

1. Reg No.: 2,626,937 Reg. Date: 9/24/2002
TM ROOKIES & STARS

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):. \$ 40.00

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)

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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

March 11, 2004

Date

Total Number of pages including cover sheet:

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



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TRADEMARK ASSIGNMENT

WHEREAS, PLAYOFF CORPORATION, a corporation of the State of Texas, is the owner of the following trademark and registration therefor in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
ROOKIES & STARS	2,626,937	September 24, 2002

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 all rights in the mark and the registration therefor;

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 mark, together with the goodwill of the business symbolized by the mark, and the right to sue for past infringement thereof.

PLAYOFF CORPORATION

Dated: 3/10, 2004

By: Curt Cook

Name: CURT COOK

Title: CFO