

**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
Harmon Stores, Inc.	Nash Stores, Inc.	10/19/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Player's World, Inc.
Street Address:	155 Elizabeth Cove
City:	Roswell
State/Country:	GEORGIA
Postal Code:	30075
Entity Type:	CORPORATION: GEORGIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2198633	PLAYER'S WORLD OF GOLF

CORRESPONDENCE DATA	
Fax Number:	(608)831-2106
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6088280722
Email:	cf@dewittross.com
Correspondent Name:	Craig Fieschko
Address Line 1:	8000 Excelsior Drive, Suite 400
Address Line 4:	Madison, WISCONSIN 53717-1914

ATTORNEY DOCKET NUMBER:	34724008
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NAME OF SUBMITTER:	Craig A. Fieschko
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Total Attachments: 1 source=USPTO--Assignment--Harmon-PW#page1.tif
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OP \$40.00 2198633

**ASSIGNMENT**

This Agreement is between Harmon Stores, Inc. (formerly known as Nash Stores, Inc.), a Delaware corporation, having a principal place of business at 650 Liberty Avenue, Union, New Jersey 07083, ("Assignor") and Player's World, Inc., a Georgia corporation, having a place of business at 155 Elizabeth Cove, Roswell, GA 30075 ("Assignee").

For good and valuable consideration the receipt and exchange of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademark PLAYER'S WORLD OF GOLF including but not limited to United States Service Mark Registration No. 2,198,633 and all the goodwill associated with the PLAYER'S WORLD OF GOLF mark. This Assignment further includes the right to collect damages for past infringement.

Assignee releases, acquits and forever absolutely discharges Assignor and Assignor's parents, subsidiaries, affiliates, divisions, successors, assigns, agents, attorneys, officers, directors, employees and stockholders, of and from all manner of actions, causes of actions, suits, claims, controversies, covenants of any kind, known or unknown, in connection with issues arising out of use or ownership of the PLAYER'S WORLD OF GOLF mark.

<p>Harmon Stores, Inc.</p> <p>By: <u><i>[Signature]</i></u></p> <p>Printed Name: Michael Callahan</p> <p>Title: Vice President</p> <p>Date: October <u>19</u>, 2004</p>	<p>Player's World, Inc.</p> <p>By: <u><i>[Signature]</i></u></p> <p>Printed Name: Andrew H. Fink</p> <p>Title: President</p> <p>Date: October <u>18<sup>th</sup></u>, 2004</p>
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