

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	12/23/2004		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arminius Select Services Corporation		12/23/2004	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Lucky Strike Hollywood, Inc.		
Street Address:	6801 Hollywood Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0810755	LUCKY STRIKE	
CORRESPONDENCE DATA			
Fax Number:	(703)760-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 760-7761		
Email:	aspivak@mofo.com		
Correspondent Name:	Andrew N. Spivak		
Address Line 1:	1650 Tysons Boulevard, Suite 300		
Address Line 4:	McLean, VIRGINIA 22102		
NAME OF SUBMITTER:	Andrew N. Spivak		
Signature:	/Andrew N. Spivak/		
Date:	01/05/2005		

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Total Attachments: 1
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EXHIBIT A

ASSIGNMENT OF TRADEMARK

WHEREAS, ARMINIUS SELECT SERVICES CORPORATION, a Nevada corporation, is the owner of the following trademark and trademark registration now on file with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. / Serial Number</u>	<u>Date of Reg.</u>
LUCKY STRIKE	0810755	July 5, 1966

WHEREAS, Lucky Strike Hollywood, Inc., a California corporation, having its principal place of business at 6801 Hollywood Boulevard, Los Angeles, CA 90028, is desirous of acquiring said trademark and trademark registration.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, Arminius hereby assigns to Lucky Strike Hollywood all right, title and interest in the United States in and to said trademark, together with the goodwill of the business symbolized by said trademark and trademark registration, all common law rights, and the right to register, renew, protect and defend said trademark and to sue and recover damages for past infringement of said trademark; provided that, Lucky Strike Hollywood agrees to pay to Arminius one-half (1/2) of the net proceeds derived from any and all actions for past infringement after recoupment by Lucky Strike Hollywood of its costs and expenses (including, without limitation, its reasonable attorneys fees and costs) in connection with any such action(s).

Dated: December ~~13~~²³ 2004

ARMINIUS SELECT SERVICES CORPORATION

By: 

Printed Name: DAVID S. HERBERMAN

Printed Title: PRESIDENT

Dated: December ~~23~~²³ 2004

LUCKY STRIKE HOLLYWOOD, INC.

Printed Name: STEVEN FOSTER

Printed Title: PRESIDENT