

07-28-2004

Dkt. 57790
U.S. DEPARTMENT OF COMMERCE
Trademark Office

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FORM PTO-1595
1-31-92

RECORDATION FORM C
TRADEMARKS



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To the Assistant Commissioner for Trademarks. Please record the attached c

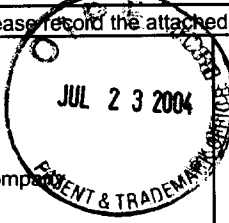
1. Name of conveying party(ies):

Playoff Corporation

2. Name and address of receiving party(ies):

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

- 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

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

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: July 31, 2003

7-23-04

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

1. Reg No.: 2,133,040 Reg. Date: January 27, 1998
SHOW DOWN
(Formerly Appn. No. 74/725,598)

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)

DO NOT USE THIS SPACE

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

July 20, 2004
Date

Total Number of pages including cover sheet:

Do not detach this portion
Mail documents to be recorded with required cover sheet information to:

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Dkt. 57790

TRADEMARK ASSIGNMENT

WHEREAS, PLAYOFF CORPORATION, a corporation of the State of Texas, is the owner of the trademarks shown on the annexed schedule; and

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 the marks and the goodwill of the business associated therewith;

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

PLAYOFF CORPORATION

Dated: July 31, 2003 By: Curt Cook
Name: CURT COOK
Title: CFD