

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L & L Concession Company		03/31/2005	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Russell Asset Management, Inc.		
Street Address:	1007 Orange Street		
Internal Address:	Nemours Building, Suite 1410		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	72399847	SOUTHERN ATHLETIC	
CORRESPONDENCE DATA			
Fax Number:	(615)313-3972		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-244-5200		
Email:	francine.vanaelst@stites.com		
Correspondent Name:	Alexandra T. MacKay		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 1800		
Address Line 4:	Nashville, TENNESSEE 37219		
NAME OF SUBMITTER:	Francine M VanAelst		
Signature:	/Francine VanAelst/		
Date:	04/11/2005		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARKS

WHEREAS, L & L Concession Company, a Michigan corporation with a principal place of business located at 1307 E. Maple Rd, Troy, Michigan 48083 ("Assignor"), is the record owner of the trademark registrations set forth below; and

WHEREAS, Russell Asset Management, Inc., a Delaware corporation with a principal place of business located at Suite 1410, Nemours Building, 1007 Orange St., Wilmington, DE 19801 ("Assignee"), desires to acquire an assignment of the above-referenced trademark applications together with the goodwill of the business symbolized by said marks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to, together with the goodwill of the business symbolized by, the following mark:: United States Application Serial No. 72/399847 for the mark SOUTHERN ATHLETIC

This assignment shall take effect on MARCH 31, 2005.

L & L CONCESSION COMPANY

By: [Signature]

Name: JOHN G. LEVY

Title: PRESIDENT

STATE OF MICHIGAN)
) SS
COUNTY OF OAKLAND)

Subscribed, sworn, and acknowledged before me this 31st day of MARCH, 2005, by John G. Levy, President of L & L Concession Company,

My commission expires: 10/3/06

[seal]

[Signature]
Notary Public David H. Freeman