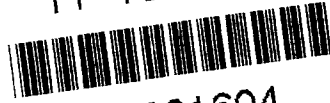


11-16-2004



102881604

RECORD  
TRA

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

11-11-04

1. Name of conveying party(ies)/Execution Date(s):  
SMG Company, Inc.

- Individual(s)
- General Partnership
- Corporation-State IA
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Execution Date(s) Nov. 5, 2004

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Piranha Productions, Inc.

Internal

Address:

Street Address: 3275 West Lambert Road

City: Weatherford

State: Texas

Country: USA Zip: 76088

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship TX
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,249,342

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

World's Toughest Rodeo

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Piranha Productions, Inc.

Internal Address: Thomas Lucia

Street Address: 3275 West Lambert Road

City: Weatherford

State: Texas Zip: 76088

Phone Number: (817) 598-0511

Fax Number: (817) 598-0500

Email Address: tj@piranhaproductionsinc.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

9. Signature:

*Thomas J. Lucia*  
Signature

Nov. 5, 2004

Date

Thomas J. Lucia, Pres. of Piranha Productions, Inc.

Total number of pages including cover sheet, attachments, and document:

2

11/15/2004 DBT/NE 00000024 1249342

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop 440, Patent Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01 FC:8521

**ASSIGNMENT OF REGISTERED MARK**

Mark: World's Toughest Rodeo  
Registration No.: 1,249,342  
Date of Registration: August 23, 1983  
Class No.: 41

**ASSIGNOR:**  
SMG COMPANY, INC.  
2831 P Avenue  
Williamsburg, IA 52361

**ASSIGNEE:**  
Piranha Productions, Inc.  
3275 West Lambert Road  
Weatherford, Texas 76088

Assignor is, and has been, the owner of the registered Mark shown above since August 23, 1983.

For valuable consideration received, Assignor grants and assigns to Assignee all of Assignor's interest in the Mark and its registration, together with the goodwill of the business in which the Mark is used.

Dated: November 5, 2004.

**ASSIGNOR:**

SMG COMPANY, INC.

By: *Stephen J. Gander*  
Stephen J. Gander, President

(Acknowledgment)

STATE OF Iowa )(  
COUNTY OF Iowa )(  
)

This instrument was acknowledged before me on the 6 day of November, 2004, by STEPHEN J. GANDER, President of SMG COMPANY, INC., an Iowa Corporation, on behalf of said corporation.

*Nancy Piersol*  
Notary Public, State of ~~Texas~~ Iowa

