

11-16-2004



RECORDED
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102881605

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

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)

2,244,110

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 Bulls & Broncs

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* Nov. 5, 2004
Signature Date

Thomas J. Lucia, Pres. of Piranha Productions, Inc. Total number of pages including cover sheet, attachments, and document: 2
Name of Person Signing

ASSIGNMENT OF REGISTERED MARK

Mark: World's Toughest Bulls & Broncs
Registration No.: 2,244,110
Date of Registration: May 11, 1999
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 May 11, 1999.

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

