

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Memorandum Regsrding Assignments

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
King Ranch, Inc.		09/15/2005	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	King Ranch IP, LLC
Street Address:	1105 N. Market Street
Internal Address:	Suite 1300
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LTD LIAB JT ST CO: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	78473879	W
Serial Number:	78473884	W
Serial Number:	78475371	W
Serial Number:	78476379	W
Serial Number:	78476382	W
Serial Number:	78477397	W
Serial Number:	78477400	W
Serial Number:	78477990	W
Serial Number:	78477997	W
Serial Number:	78478929	W
Serial Number:	78478930	W
Serial Number:	78478931	W

CORRESPONDENCE DATA

900032276

**TRADEMARK
 REEL: 003160 FRAME: 0710**

CH \$315.00 78473879

Fax Number: (713)223-3717
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 713-226-1200
Email: ipdocket-houston@lockeliddell.com
Correspondent Name: Paul C. Van Slyke
Address Line 1: 600 Travis Street
Address Line 2: 3400 JP Morgan Chase Tower
Address Line 4: Houston, TEXAS 77002-3095

NAME OF SUBMITTER:	Patricia Paquet
Signature:	/patricia paquet/
Date:	09/16/2005

Total Attachments: 3
source=Assignment-Memorandum#page1.tif
source=Assignment-Memorandum#page2.tif
source=Assignment-Memorandum#page3.tif

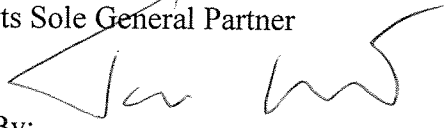
MEMORANDUM REGARDING ASSIGNMENTS

The purpose of this memorandum is to clarify the sequence of conveyances under Assignments recorded on January 12, 2005 in the Assignment Division of the United States Patent and Trademark Office relative to the trademark applications listed on the attached Exhibit A. Although the effective date for each of the Assignments is reflected as January 10, 2005, the order in which ownership of the marks was conveyed are as listed below, with the last Assignee being KING RANCH IP, LLC.

ASSIGNMENT REEL/FRAME	ASSIGNOR	ASSIGNEE
3012/0883	Running W Ltd. Three Riverway, Suite 1600 Houston, Texas 77056	King Ranch Holdings, Inc. (95%) 1105 N. Market Street, Suite 1300 Wilmington, Delaware 19801
3013/0184	Running W Ltd. Three Riverway, Suite 1600 Houston, Texas 77056	King Ranch, Inc. (5%) Three Riverway, Suite 1600 Houston, Texas 77056
3013/0190	King Ranch Holdings, Inc. 1105 N. Market Street, Suite 1300 Wilmington, Delaware 19801	King Ranch, Inc. (95%) Three Riverway, Suite 1600 Houston, Texas 77056
3013/0150	King Ranch, Inc. Three Riverway, Suite 1600 Houston, Texas 77056	King Ranch IP, LLC (100%) 1105 N. Market Street, Suite 1300 Wilmington, Delaware 19801

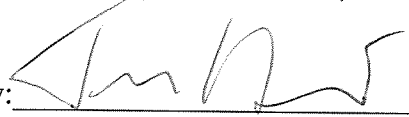
Executed this 15th day of September, 2005.

RUNNING W LTD.
By: KING RANCH, INC.
Its Sole General Partner

By: 

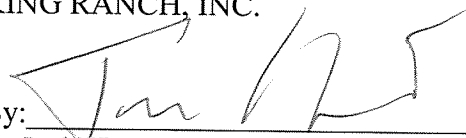
Jack Hunt
President

KING RANCH HOLDINGS, INC.

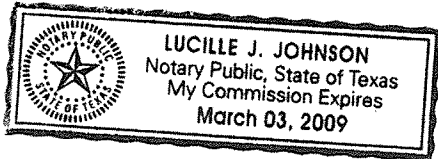
By: 

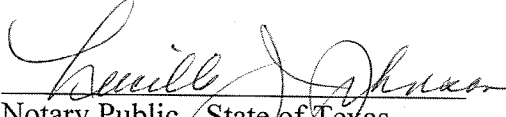
Jack Hunt
President

KING RANCH, INC.

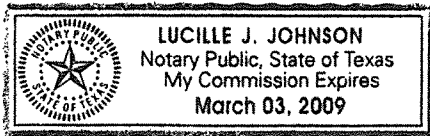
By: 
Jack Hunt
President

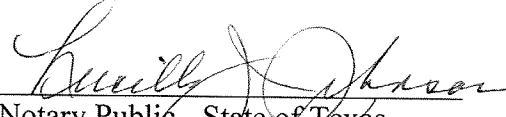
The foregoing instrument was acknowledged before me the undersigned notary on this 15th day of September 2005, by JACK HUNT as PRESIDENT of KING RANCH, INC., SOLE GENERAL PARTNER OF RUNNING W LTD., and on behalf thereof.



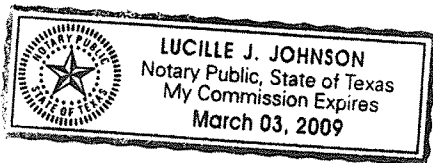

Notary Public - State of Texas

The foregoing instrument was acknowledged before me the undersigned notary on this 15th day of September 2005, by JACK HUNT as PRESIDENT of KING RANCH, INC., and on behalf thereof.




Notary Public - State of Texas

The foregoing instrument was acknowledged before me the undersigned notary on this 15th day of September 2005, by JACK HUNT as PRESIDENT of KING RANCH HOLDINGS, INC., and on behalf thereof.



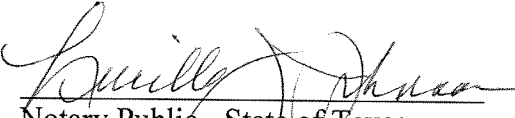

Notary Public - State of Texas

EXHIBIT A
W (STYLIZED) MARKS

<u>Application No.</u>	<u>Filing Date</u>	<u>Class</u>
78/473,879	08/26/2004	25
78/473,884	08/26/2004	18
78/475,371	08/29/2004	14
78/476,379	08/31/2004	13
78/476,382	08/31/2004	21
78/477,397	09/01/2004	31
78/477,400	09/01/2004	42
78/477,990	09/02/2004	39
78/477,997	09/02/2004	41
78/478,929	09/03/2004	16
78/478,930	09/03/2004	29
78/478,931	09/03/2004	30