

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
Heritage Education and Festivals, LLC		11/09/2005	LIMITED LIABILITY COMPANY: UTAH
RECEIVING PARTY DATA			
Name:	Lakeland Finance, LLC		
Street Address:	590 Peter Jefferson Parkway, Suite 300		
City:	Charlottesville		
State/Country:	VIRGINIA		
Postal Code:	22911		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78473420	BOWL GAMES OF AMERICA	
Serial Number:	78473423	HF HERITAGE FESTIVALS	
CORRESPONDENCE DATA			
Fax Number:	(617)646-8646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-646-8000		
Email:	drwtrademarks@wolfgreenfield.com		
Correspondent Name:	Douglas R. Wolf		
Address Line 1:	600 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02210		
ATTORNEY DOCKET NUMBER:	L0653.40000US00		
NAME OF SUBMITTER:	Douglas R. Wolf		
Signature:	/drw/		

CH \$65.00 78473420

Date:

11/11/2005

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Heritage Education and Festivals, LLC, a limited liability company of Utah having an office and place of business at 291 West 5400 South, Suite 100, Salt Lake City, Utah 84107 has adopted and used the following marks and has the following trademark applications thereof:

SCHEDULE OF TRADEMARKS

MARK	COUNTRY	APPLICATION NO.	FILING DATE
BOWL GAMES OF AMERICA	Canada	1248435	02/24/2005
BOWL GAMES OF AMERICA	United States	78/473420	08/25/2004
HF HERITAGE FESTIVALS (and Design)	Canada	1248436	02/24/2005
HF HERITAGE FESTIVALS (and Design)	United States	78/473423	08/25/2004

WHEREAS, Lakeland Finance, LLC, a limited liability company of Delaware, having an office and place of business at 590 Peter Jefferson Parkway, Suite 300, Charlottesville, Virginia 22911 is desirous of acquiring said marks and the registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Heritage Education and Festivals, LLC does hereby assign unto the said Lakeland Finance, LLC, all its rights, title and interest in and to the said marks and the applications therefor, together with the goodwill of the business symbolized by said marks and the applications therefor and including all rights at common law and all rights to sue and recover for past infringement of said marks and the applications therefor.

Heritage Education and Festivals, LLC

11/9/05
Date

By: Saul R. Pearlman
Name: Saul R. Pearlman
Title: Vice President & General Counsel & Asst. Secretary

STATE OF : Virginia
COUNTY OF : Albemarle

Subscribed to and sworn before me this 9th day of November, 2005.

[Signature]
Notary Public
My Commission Expires Jan 31 2008

SEAL

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