

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gamblers General Store, Inc.		11/15/2005	CORPORATION: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United States Playing Card Company		
<b>Street Address:</b>	4590 Beech Street		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	452123497		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1455543	GAMBLERS GENERAL STORE	
<b>Registration Number:</b>	1816987	J A	
<b>Registration Number:</b>	2437103	THE GAMBLER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)245-3009		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-541-6222		
<b>Email:</b>	skaplan@kanekessler.com		
<b>Correspondent Name:</b>	Susan S. Kaplan		
<b>Address Line 1:</b>	1350 Avenue of the Americas		
<b>Address Line 2:</b>	Kane Kessler, P.C.		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	4902-0043		
<b>NAME OF SUBMITTER:</b>	Susan S. Kaplan		

OP \$90.00 1455543

Signature:

/susan s. kaplan/

Date:

11/17/2005

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

WHEREAS, Gamblers General Store, Inc., a Nevada corporation (hereinafter called the "ASSIGNOR") is the owner of and has adopted, used and is using the trademark(s) set forth on the attached Schedule "A", registered in the United States Patent and Trademark Office or for which application(s) for registration have been filed in the United States Patent and Trademark Office (the "Trademarks"), or of which use has been made in commerce;

WHEREAS The United States Playing Card Company, a Delaware corporation (hereinafter called the "ASSIGNEE") is desirous of acquiring all right, title and interest in and to the Trademarks, the registrations thereof and applications therefor.

NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all right, title and interest in and to Trademarks, together with the goodwill connected with the use of and symbolized by the Trademarks, and all rights of action for past infringement thereof. ASSIGNOR transfers and assigns the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument this 15th day of November, 2005.

**GAMBLERS GENERAL STORE, INC.**

By:   
Name:  
Title:

## Schedule A

### Trademarks

1. **GAMBLERS GENERAL STORE**, U.S. Reg. No. 1,455,543, for “gaming equipment, namely, poker chips, poker chip cases, layouts, dice, chips, chip trays, blackjack tables and dice sticks” in International Class 28. This registration issued on September 1, 1987.
2. **AJ & playing card design**, U.S. Reg. No. 1,816,987, for “gaming equipment, namely, roulette wheels, roulette layouts, roulette balls, roulette markers, chuck-a-luck cages, chuck-a-luck layouts, craps layouts, chips, chip racks, chip trays, chip cases, dice, manipulative puzzles, bingo sets, backgammon sets, domino sets, cribbage boards, computer game machines, video game machines, video game cartridges and video instructions therefor sold as a unit, raffle drums, blackjack layouts, dealing shoes, money paddles, discard racks, dice sticks, slot machine playing gloves, craps tables, blackjack tables and award wheels” in International Class 28.
3. **THE GAMBLER & des.**, U.S. Reg. No. 2,437,103, for “gaming equipment, namely poker chips, poker chip cases, game layouts identifying winning numbers and odds therefor, dice, chips, chip trays, blackjack tables and dice sticks” in International Class 28. This registration issued on March 20, 2001.