

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
Piranha Productions, Inc.		11/18/2005	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	World's Toughest Bulls & Broncs LLC		
Street Address:	225 South Sixth Street		
Internal Address:	Suite 4710		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1249342	WORLD'S TOUGHEST RODEO	
Registration Number:	1886386	WTR	
Registration Number:	2170682	BULLS & BRONCS	
Registration Number:	2244110	WORLD'S TOUGHEST BULLS & BRONCS	
CORRESPONDENCE DATA			
Fax Number:	(612)607-7100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-607-7325		
Email:	bgrahn@oppenheimer.com		
Correspondent Name:	Barbara Grahn		
Address Line 1:	45 South Seventh Street		
Address Line 2:	Suite 3300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	22215/1		

CH \$115.00 1249342

NAME OF SUBMITTER:	Barbara Grahn
Signature:	/Barbara Grahn/
Date:	11/30/2005
Total Attachments: 3 source=Bulls & Broncs Assignment#page1.tif source=Bulls & Broncs Assignment#page2.tif source=Bulls & Broncs Assignment#page3.tif	

ASSIGNMENT OF SERVICE MARKS

WHEREAS, Piranha Productions, Inc., a Texas corporation with its principal place of business at 3275 West Lambert Road, Weatherford, Texas 76088 (“Assignor”), is the sole, exclusive and lawful owner of the service marks described in Schedule A (the “Marks”) attached hereto and made a part hereof, as well as the business associated with the products to which the Marks pertain; and

WHEREAS, Assignor, the shareholder of Assignor, and World’s Toughest Bulls & Broncs LLC, a Delaware limited liability company, having its principal place of business at 225 South Sixth Street, Suite 4710, Minneapolis, MN 55402 (“Assignee”), have entered into that certain Asset Purchase Agreement, dated as of November 21, 2005 (the “Asset Purchase Agreement”), pursuant to the terms of which Assignee has purchased substantially all of the assets of Assignor relating to Assignor’s rodeo business; and

WHEREAS, pursuant to the terms of the Asset Purchase Agreement, Assignor is obligated to assign to Assignee the entire right, title, and interest in the Marks and any registrations and applications for registration thereof, including the good will represented by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in the Marks and any registrations and applications for registration thereof, together with the goodwill associated with and symbolized by the Marks, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be reasonably required in order for Assignee to secure such rights.

[Signature page follows]

Date: November 18, 2005

PIRANHA PRODUCTIONS, INC., a Texas corporation

By: [Signature]
Name: Tommy Joe Lucia
Title: President

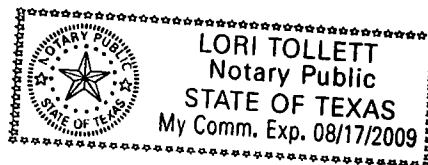
State of Texas)
County of Parker) SS

Before me, Lori D. Tollett, on this day personally appeared Tommy Joe Lucia, known to me to be the person whose name is subscribed to the foregoing instrument, and known to me to be an officer of Piranha Productions, Inc., and acknowledged to me that he executed said instrument for the purposes and consideration therein expressed and as the act of said corporation. Given under my hand and official seal this 18 day of November, 2005.

My Commission Expires:

Notary Public:

[Signature]



[Signature page to Assignment of Trademarks and Service Marks]

SCHEDULE A

LIST OF MARKS

Servicemarks

1. "World's Toughest Rodeo" registered on 8/23/83 with the United States Patent and Trademark Office, Registration Number 1249342.
2. "WTR" registered on 3/28/95 with the United States Patent and Trademark Office, Registration Number 1886386.
3. "Bulls & Broncs" registered on 7/7/98 with the United States Patent and Trademark Office, Registration Number 2170682.
4. "World's Toughest Bulls & Broncs" registered on 5/11/99 with the United States Patent and Trademark Office, Registration Number 2244110.