

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY
EFFECTIVE DATE:	02/24/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HSBC Bank USA, National Association, sucessor by merger to HSBC Bank USA, as Collateral Agent		02/24/2006	National Association:

RECEIVING PARTY DATA

Name:	Innovative Concepts in Entertainment, Inc.
Street Address:	10123 Main Street
City:	Clarence
State/Country:	NEW YORK
Postal Code:	14031
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2744093	TIP THE SCALE
Registration Number:	1313604	CHEXX
Serial Number:	74261671	HOOPS CHALLENGE

CORRESPONDENCE DATA

Fax Number: (312)863-7812
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: nathaniel.panek@goldbergkohn.com
 Correspondent Name: Nathaniel Panek
 Address Line 1: 55 East Monroe St.
 Address Line 2: Ste. 3700
 Address Line 4: Chicago, ILLINOIS 60603

OP \$90.00 2744093

ATTORNEY DOCKET NUMBER:	5654.006
NAME OF SUBMITTER:	Nathaniel Panek
Signature:	/nathaniel panek/
Date:	02/28/2006
Total Attachments: 2 source=ICE_TM_release#page1.tif source=ICE_TM_release#page2.tif	

RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS

THIS RELEASE is made as of this 24th day of February, 2006, by HSBC BANK USA, NATIONAL ASSOCIATION, successor by merger to HSBC Bank USA ("Agent"), as Collateral Agent, in favor of INNOVATIVE CONCEPTS IN ENTERTAINMENT, INC., a Delaware corporation ("Company").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Agent hereby unconditionally and expressly reconveys to the Company, releases, terminates, and extinguishes any and all of its right, title and interest in and to, and any and all liens and security interests it may have upon, all of the trademarks and trademark applications listed on Exhibit A attached hereto and made a part hereof, which rights were established under and pursuant to that certain Security Agreement and Assignment of Trademarks and Service Marks dated as of June 27, 2003, made by Company in favor of Agent.

This Release shall be binding upon Agent's legal representatives, assigns and successors.

HSBC BANK USA, NATIONAL ASSOCIATION,
SUCCESSOR BY MERGER TO HSBC BANK
USA, AS COLLATERAL AGENT

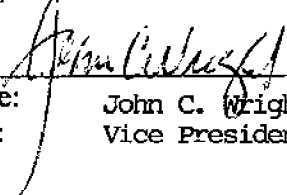
By: 
Name: John C. Wright
Title: Vice President

EXHIBIT A

Trademark Registrations

MARK	FEDERAL REGISTRATION NUMBER	REGISTRATION DATE
TIP THE SCALE	2744093	7/29/03
CHEXX	1313604	1/8/85

Trademark Applications

MARK	SERIAL NUMBER	APPLICATION DATE
HOOPS CHALLENGE	74/261671	4/2/92

TRADEMARK