

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
PLAYOFF CORPORATION		03/28/2006	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DONRUSS PLAYOFF, L.P.		
<b>Composed Of:</b>	COMPOSED OF Donruss, LLC its sole general partner		
<b>Street Address:</b>	2300 E. Randol Mill Road		
<b>City:</b>	Arlington		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	76011		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2346121	MOMENTUM	
Registration Number:	2422219	PAST, PRESENT AND ALWAYS	
Registration Number:	2424955	ELITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)391-0525		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-278-0400		
<b>Email:</b>	nzivin@cooperdunham.com		
<b>Correspondent Name:</b>	Norman H. Zivin		
<b>Address Line 1:</b>	COOPER & DUNHAM LLP		
<b>Address Line 2:</b>	1185 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	1922/26568/NHZ		
<b>NAME OF SUBMITTER:</b>	Norman H. Zivin		

**CH \$90.00 2346121**

Signature:

/norman h. zivin/

Date:

03/30/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, PLAYOFF CORPORATION, a corporation of the State of Texas, is the owner of the following trademarks and registrations therefor in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
MOMENTUM	2,546,121	April 25, 2000
PAST, PRESENT AND ALWAYS	2,422,219	January 16, 2001
ELITE	2,424,955	January 30, 2001

WHEREAS, DONRUSS PLAYOFF, L.P., a Delaware limited partnership, having a place of business at 2300 E. Randol Mill Road, Arlington, Texas 76011, is desirous of acquiring all rights in the marks and the registrations therefor;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

PLAYOFF CORPORATION, hereby sells, assigns and transfers to DONRUSS PLAYOFF, L.P., and its successors and assigns, all right, title and interest in and to the marks, together with the goodwill of the business symbolized by the marks, and the right to sue for past infringement thereof.

PLAYOFF CORPORATION

Dated: 3/28, 2006

By: [Signature]  
 Name: Jim Hayden  
 Title: VP

DONRUSS PLAYOFF, L.P.

Dated: 3/28, 2006

By: [Signature]  
 Name: Jim Hayden  
 Title: VP