

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
PLAYOFF CORPORATION		05/31/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	DONRUSS PLAYOFF, L.P.		
Composed Of:	COMPOSED OF DONRUSS, LLC ITS SOLE GENERAL PARTNER		
Street Address:	2300 E. RANDOL MILL ROAD		
City:	ARLINGTON		
State/Country:	TEXAS		
Postal Code:	76011		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2439433	PLAY FOR KEEPS.	
Registration Number:	2487540	PRIVATE SIGNINGS	
CORRESPONDENCE DATA			
Fax Number:	(212)391-0525		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-278-0400		
Email:	nzivin@cooperdunham.com		
Correspondent Name:	Norman H. Zivin c/o COOPER & DUNHAM LLP		
Address Line 1:	1185 Avenue of the Americas		
Address Line 2:	Suite 2300		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	1922/26568/NHZ		
NAME OF SUBMITTER:	Norman H. Zivin		

CH \$65.00 2439433

Signature:	/Norman H. Zivin/
Date:	06/01/2006
Total Attachments: 1 source=executed Trademark Assignment#page1.tif	

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;

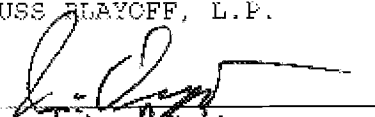
NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

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: 
 Name: Jim Hayden
 Title: VP

DONRUSS PLAYOFF, L.P.

Dated: 3/28, 2006
 By: 
 Name: Jim Hayden
 Title: VP