

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
North Pole Limited		06/30/2006	CORPORATION: HONG KONG

RECEIVING PARTY DATA

Name:	American Sports Licensing, Inc.
Street Address:	300 Delaware Avenue, Suite 548
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2153970	QUEST
Registration Number:	2157046	QUEST
Registration Number:	1597490	QUEST
Registration Number:	1832752	QUEST
Serial Number:	78300986	QUEST
Serial Number:	78246619	QUEST
Serial Number:	78231455	QUEST
Serial Number:	78300996	QUEST
Serial Number:	78234841	QUEST

CORRESPONDENCE DATA

Fax Number: (952)475-2930
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (952) 475-1880
 Email: pto@jaegerlaw.net

OP \$240.00 2153970

Correspondent Name: Hugh D. Jaeger
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ATTORNEY DOCKET NUMBER:	ASL - QUEST ASSIGNMENTS
NAME OF SUBMITTER:	Hugh D. Jaeger
Signature:	/Hugh D. Jaeger/
Date:	07/05/2006

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS IS A TRADEMARK ASSIGNMENT having an effective date of June 30 2006, between NORTH POLE LIMITED, a Hong Kong corporation ("Assignor") and AMERICAN SPORTS LICENSING, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of certain QUEST trademarks, including the registrations and applications related thereto as set forth in attached Schedule A (the "Trademarks");


WHEREAS, pursuant to a Trademark Purchase Agreement executed on even date herewith, Assignor has agreed to sell, and Assignee has agreed to purchase said Trademarks, including the goodwill associated therewith;

NOW, THEREFORE, for consideration previously provided and hereby acknowledged, Assignor hereby transfers to Assignee all of its right, title and interest in and to the Trademarks and the goodwill associated therewith and further including the right to sue for and recover for past damages.




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SCHEDULE A

U.S. Trademark Registrations

Trademark	Reg. No.	Reg. Date
	2,153,970	04/28/1998
QUEST	2,157,046	05/12/1998
QUEST	1,597,490	05/22/1990
QUEST	1,832,752	04/26/1994

U.S. Trademark Applications

Trademark	Serial No.	Filing Date
QUEST	78/300,986	09/16/2003
	78/246,619	05/07/2003
QUEST	78/231,455	03/28/2003
	78/300,996	09/16/2003
	78/234,841	04/07/2003

International Trademark Registrations

Trademark	Country	Reg. No.	Reg. Date