

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
James Kale		07/31/2005	INDIVIDUAL: CANADA
RECEIVING PARTY DATA			
Name:	The Guess Who		
Composed Of:	COMPOSED OF Garry Peterson and James Kale		
Street Address:	31 Hemlock Place		
City:	Winnipeg		
State/Country:	CANADA		
Postal Code:	R2H 1L9		
Entity Type:	PARTNERSHIP: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76141296	THE GUESS WHO	
Registration Number:	1425229	THE GUESS WHO	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-293-7060		
Email:	vmullineaux@sughrue.com, ksmith@sughrue.com		
Correspondent Name:	Kevin G. Smith		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	800937		
DOMESTIC REPRESENTATIVE			

CH \$65.00 76141296

Name: Kevin G. Smith/Sughrue Mion, PLLC
Address Line 1: 2100 Pennsylvania Avenue, N.W.
Address Line 2: Suite 800
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

NAME OF SUBMITTER:	Kevin G. Smith
Signature:	/Kevin G. Smith/
Date:	09/08/2006

Total Attachments: 3

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ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS that **James Kale**, having a principal address at 31 Hemlock Place, Winnipeg, Manitoba, Canada, R2H 1L8 (hereinafter called the "Assignor"), in consideration of the sum of Two Dollars (\$2.00) and other good and valuable consideration to it paid by **Garry Peterson and James Kale carrying on business in partnership as "The Guess Who"**, having a principal office or place of business at 31 Hemlock Place, Winnipeg, Manitoba, Canada, R2H 1L9 (hereinafter the "Assignee"), the receipt whereof is hereby acknowledged, has sold, assigned and transferred and by these presents does sell, assign and transfer unto the said Assignee all of its right, title and interest in and to the trademark THE GUESS WHO, as fully particularized in Schedule A, together with any attaching goodwill.

The said Assignee hereby appoints Gowling Lafleur Henderson LLP, whose full post office address in Canada is Suite 4900, Commerce Court West, Toronto, Ontario, Canada, M5L 1J3, as the firm to whom any notice in respect of the said applications may be sent and upon whom service of any proceeding in respect of the said applications may be given or served with the same effect as if they had been given to or served upon it.

IN WITNESS whereof, the Assignor has executed this Assignment this 31 day of July, 2005.

JAMES KALE

By: 

Title: _____

IN WITNESS whereof, the Assignee has set the hand of its partners duly
authorized in that behalf on this 31 day of July, 2005

GARRY PETERSON

By: 

JAMES KALE

By: 

TRADEMARK

REEL: 003385 FRAME: 0287

Schedule A

Trademark

Registration/Application No.

Canada

THE GUESS WHO

Registration No. TMA 491,747

United States of America

THE GUESS WHO

Serial No. 76/141,296

THE GUESS WHO

Registration No. 1,425,229