

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/30/2006		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Big Bang Ideas, LLC		09/12/2006	limited liability corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Cranium, Inc.		
Street Address:	2025 First Avenue, Suite 600		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98121		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78760971	SUPER FORT	
CORRESPONDENCE DATA			
Fax Number:	(206)224-0779		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2066828100		
Email:	efiling@cojk.com		
Correspondent Name:	Christensen O'Connor Johnson Kindness		
Address Line 1:	1420 Fifth Avenue, Suite 2800		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	DIAC-2-33370		
NAME OF SUBMITTER:	Everett E. Fruehling		
Signature:	/Everett E. Fruehling/		

CH \$40.00 78760971

Date:

09/13/2006

Total Attachments: 2

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NUNC PRO TUNC
ASSIGNMENT OF TRADEMARK AND PENDING APPLICATION

WHEREAS, Big Bang Ideas, LLC, a California limited liability corporation, having the business address of 5515 Doyle Street, #20, Emeryville, CA 94608 (hereinafter the "Assignor"), is the owner of an application to register the mark SUPER FORT based on intent to use, U.S. Application No. 78/760,971, filed November 25, 2005; and

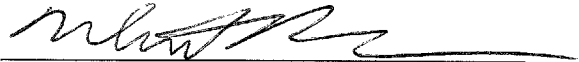
WHEREAS, Cranium, Inc., a Washington corporation, having the business address of 2025 First Avenue, Suite 600, Seattle, WA 98121 (hereinafter the "Assignee"), is desirous of acquiring said application and Assignor's rights to said mark;

NOW, THEREFORE, effective *nunc pro tunc*, on January 30, 2006, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby memorialize and clarify the prior understanding of the parties that Assignor has sold, assigned and transferred unto Assignee its entire right, title and interest in said mark, the pending application therefor, the ongoing and existing business of Assignor or portion thereof to which said mark pertains and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to Assignee.

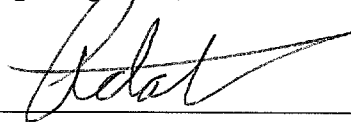
Executed on 12 day of Sept, 2006.

Big Bang Ideas, LLC



By: Matthew P.D. Brown
Title: Co-CEO

Big Bang Ideas, LLC

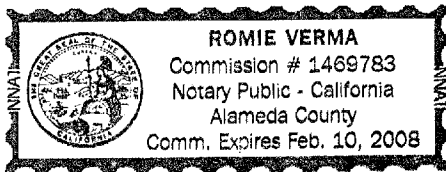


By: Adam DeVito
Title: Co-CEO

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESSTMLLC
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

STATE OF California)
)
COUNTY OF Alameda)

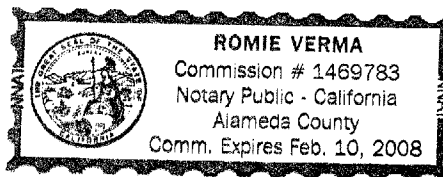
On this 12 day of Sept, 2006, Matthew P.D. Brown personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.



Romie Verma
Notary Public
My commission expires
Feb 10, 2008

STATE OF California)
)
COUNTY OF Alameda)

On this 12 day of Sept, 2006, Adam DeVito personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.



Romie Verma
Notary Public
My commission expires
Feb 10, 2008

EEF:DDP

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