

**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		11/06/2006	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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2050966	ACTION PACKED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)391-0630		
	<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>	1185 Ave. of the Americas		
<b>Address Line 2:</b>	Suite 2300		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	1922-58914		
<b>NAME OF SUBMITTER:</b>	Attorney for Registrant		
<b>Signature:</b>	/Norman H. Zivin/		

CH \$40.00 2050966

Date:

11/29/2006

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 trademark and registration therefore in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
ACTION PACKED	2,050,966	April 8, 1997

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 mark and the registration therefore;

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 mark, together with the goodwill of the business symbolized by the mark, and the right to sue for past infringement thereof.

PLAYOFF CORPORATION

Dated: 11/6/, 2006

By: Tim Snyder  
 Name: Tim Snyder  
 Title: VP