

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
RANDALL-REILLY PUBLISHING COMPANY, LLC		11/30/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	AWARD COMPANY OF AMERICA, LLC		
Street Address:	3200 RICE MINE ROAD, NC		
Internal Address:	P.O. BOX 2029		
City:	TUSCALOOSA		
State/Country:	ALABAMA		
Postal Code:	35406		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2499446	AWARD COMPANY OF AMERICA	
CORRESPONDENCE DATA			
Fax Number:	(704)339-3425		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704-377-8125		
Email:	jhunter@rbh.com		
Correspondent Name:	Jayne C. Hunter		
Address Line 1:	101 North Tryon Street		
Address Line 2:	Suite 1900		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
NAME OF SUBMITTER:	Jayne C. Hunter		
Signature:	/Jayne C. Hunter/		
Date:	11/30/2006		

OP \$40.00 2499446

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, RANDALL-REILLY PUBLISHING COMPANY, LLC (“Assignor”) is the owner of the trademark registrations in the United States Patent and Trademark Office as set forth on Schedule A (the “Trademark”); and

WHEREAS, AWARD COMPANY OF AMERICA, LLC (“Assignee”), a Delaware limited liability company with offices at 3200 Rice Mine Road, NE, P.O. Box 2029 Tuscaloosa, Alabama 35406, is desirous of acquiring any and all rights that Assignor may have in and to the Trademark and the registration therefor, together with the goodwill of the business symbolized by the Trademark, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademark and the registration therefor in the United States and throughout the world together with the goodwill of the business symbolized by the Trademark, along with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademark or such represented goodwill;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform other reasonable acts the Assignee may require in order to vest all Assignor’s right, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the even such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

This the 30th day of November, 2006.

RANDALL-REILLY PUBLISHING COMPANY, LLC

By: 

Its: CFO

SCHEDULE A

Trademark

Registration No.

AWARD COMPANY OF AMERICA

2,499,446