

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
Donruss Playoff L.P.	FORMERLY Playoff Corporation	11/28/2006	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	Huhtamaki Finance B.V.		
Street Address:	Jupiterstraat 102		
City:	Hoofddorp		
State/Country:	NETHERLANDS		
Postal Code:	2132 HE		
Entity Type:	CORPORATION: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2914104	LEAF	
CORRESPONDENCE DATA			
Fax Number:	(914)941-6091		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	mcana@collenIP.com		
Correspondent Name:	Collen IP Intellectual Property Law P.C.		
Address Line 1:	80 South Highland Avenue		
Address Line 4:	Ossining, NEW YORK 10562		
ATTORNEY DOCKET NUMBER:	98555		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 2914104

900064007

TRADEMARK
REEL: 003438 FRAME: 0662

Address Line 4:

NAME OF SUBMITTER:

JANE F. COLLEN

Signature:

/Jane F. Collen/

Date:

12/05/2006

Total Attachments: 2

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DEED OF ASSIGNMENT - TRADEMARK

THIS DEED, dated as of November 28, 2006 is made between Donruss Playoff L.P. (formerly known as Playoff Corporation), a corporation organized under the laws of the state of Texas, with an address at 2300 E. Randol Mill Road, Arlington, TX 76011, The United States, (hereinafter called "the Assignor"), and Huhtamaki Finance B.V., a corporation organized under the laws of the Netherlands, with an address at Jupiterstraat 102, 2132 HE Hoofddorp, the Netherlands (hereinafter called "the Assignee").

WHEREAS the Assignor is the registered proprietor of the trademark LEAF registered in the United States Patent and Trademark Office with the number 76348429;

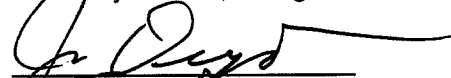
WHEREAS the Assignor desires to transfer and assign, and the Assignee desires to acquire, all of Assignor's right, title and interest in and to the said trademark, together with the goodwill associated therewith;

NOW THIS DEED WITNESSETH that the Assignor as beneficial owner hereby assigns unto the Assignee the said trademark together with the goodwill of the business in the goods and/or services for which the trademark is used and/or registered to hold the same unto the Assignee absolutely and the Assignor hereby consents to the name of the Assignee being entered on the registers as the subsequent proprietor of the said trademark.

The consideration for this assignment is the amount of \$ 1.00 US and other good and valuable consideration, receipt of which is acknowledged hereby.

The assignee hereby accepts the assignment from the assignor, and authorizes its attorney in Amsterdam, the Netherlands, Ms. Milca Graver-de-Looper of Shield Mark BV with the right of subrogation to register the assignment.

Donruss Playoff L.P., Assignor

By: 
Name: J. J. Dryden
Title: VP

Huhtamaki Finance B.V., Assignee

By: _____
Name: Juha Salonen
Title: Director

By: _____
Name: Mikael Hellström
Title: Director

Juha Salonen and Mikael Hellström are proxy holders of Huhtamaki B.V. and in said capacities authorized to represent this company acting jointly; which company is the sole managing director of Huhtamaki Finance B.V. and in said capacity authorized to represent this company acting solely.

DEED OF ASSIGNMENT - TRADEMARK

THIS DEED, dated as of November 28, 2006 is made between Donruss Playoff L.P. (formerly known as Playoff Corporation), a corporation organized under the laws of the state of Texas, with an address at 2300 E. Randol Mill Road, Arlington, TX 76011, The United States, (hereinafter called "the Assignor"), and Huhtamaki Finance B.V., a corporation organized under the laws of the Netherlands, with an address at Jupiterstraat 102, 2132 HE Hoofddorp, the Netherlands (hereinafter called "the Assignee").

WHEREAS the Assignor is the registered proprietor of the trademark LEAF registered in the United States Patent and Trademark Office with the number 76348429;

WHEREAS the Assignor desires to transfer and assign, and the Assignee desires to acquire, all of Assignor's right, title and interest in and to the said trademark, together with the goodwill associated therewith;

NOW THIS DEED WITNESSETH that the Assignor as beneficial owner hereby assigns unto the Assignee the said trademark together with the goodwill of the business in the goods and/or services for which the trademark is used and/or registered to hold the same unto the Assignee absolutely and the Assignor hereby consents to the name of the Assignee being entered on the registers as the subsequent proprietor of the said trademark.


The consideration for this assignment is the amount of \$ 1.00 US and other good and valuable consideration, receipt of which is acknowledged hereby.


The assignee hereby accepts the assignment from the assignor, and authorizes its attorney in Amsterdam, the Netherlands, Ms. Milca Graver-de-Looper of Shield Mark BV with the right of subrogation to register the assignment.

Donruss Playoff L.P., Assignor

By: _____
Name: _____
Title: _____

Huhtamaki Finance B.V., Assignee

By: 
Name: Juha Salonen
Title: Director

By: 
Name: Mikael Hellström
Title: Director

Juha Salonen and Mikael Hellström are proxy holders of Huhtamaki Finance B.V. and in said capacities authorized to represent this company acting jointly; which company is the sole managing director of Huhtamaki Finance B.V. and in said capacity authorized to represent this company acting solely.

TRADEMARK

RECORDED: 12/05/2006

REEL: 003438 FRAME: 0665