

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
C.B.C. Distribution and Marketing, Inc.		08/23/2006	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

<b>Name:</b>	CDM Fantasy Sports Corp.
<b>Street Address:</b>	175 Bloor Street East
<b>Internal Address:</b>	South Tower
<b>City:</b>	Ontario
<b>State/Country:</b>	CANADA
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Serial Number:	78296229	THE ROTO TIMES
Registration Number:	2347555	DIAMOND CHALLENGE

**CORRESPONDENCE DATA**

**Fax Number:** (617)261-3175  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** (617) 261-3100  
**Email:** tmboston@klgates.com  
**Correspondent Name:** Deborah J. Peckham  
**Address Line 1:** Kirkpatrick & Lockhart Preston Gates Ell  
**Address Line 2:** One Lincoln Street  
**Address Line 4:** Boston, MASSACHUSETTS 02111

**DOMESTIC REPRESENTATIVE**

**Name:** Deborah J. Peckham  
**Address Line 1:** Kirkpatrick & Lockhart Preston Gates Ell

OP \$65.00 78296229

Address Line 2: One Lincoln Street  
Address Line 4: Boston, MASSACHUSETTS 02111

NAME OF SUBMITTER:	Deborah Peckham
Signature:	/Deborah Peckham/
Date:	04/27/2007

Total Attachments: 4  
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**ASSIGNMENT**

WHEREAS, C.B.C Distribution and Marketing, Inc., having its principal office at having principal office at 11756 Borman Drive, Suite 220, St. Louis, Missouri , (the "Assignor") is owner of intellectual property, including all registrations, applications, and unregistered common law intellectual property pursuant to and as set out in the asset purchase agreement ("Purchaser Agreement") between the Assignor and the Assignee (as defined below) and Technologies Inc. dated August 23, 2006 (collectively, the "IP");

AND WHEREAS, CDM Fantasy Sports Corp., having its principal office at 175 Bloor Street East, South Tower, Suite 803, Toronto, Ontario (the "Assignee") has acquired from the Assignor, the whole worldwide right, title and interest in and to the said IP, together with the goodwill of the business of any trademarks and services marks included in the said IP, pursuant to the Asset Purchaser Agreement;

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the Assignor hereby confirms that it has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee, its successors and assigns, all worldwide right, title and interest in and to the said IP, together with the goodwill of the business of any trademarks and service marks included in the said IP, the same to be held by Assignee, as fully and effectually as they would have been held by the said Assignor had this assignment and sale not been made. Assignor agrees to execute all papers and perform such other proper acts as are reasonably necessary to secure the rights assigned

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DATED this 23<sup>rd</sup> day of August, 2006.

**C.B.C. DISTRIBUTION AND MARKETING, INC.**

By: Carol D. Matthews  
Name: Carol D. Matthews  
Title: President

Signature Page for Assignment

15329768.2

**TRADEMARK**  
**REEL: 003531 FRAME: 0327**

**SCHEDULE 2.1(a) Trademarks and Tradenames**

**Word Mark** THE ROTO TIMES  
**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Publications, namely magazines featuring news and information concerning sports. FIRST USE: 20030711. FIRST USE IN COMMERCE: 20030711  
IC 041. US 100 101 107. G & S: Providing on-line information in the field of sports, entertainment and news. FIRST USE: 20010930. FIRST USE IN COMMERCE: 20010930

**Viewing**  
**Drawing** (1) TYPED DRAWING

**Serial**  
**Number** 78296229

**Filing Date** September 4, 2003

**Priority**  
**Filing Basis** 1A

**Domestic**  
**Filing Basis** 1A

**Applicant** (APPLICANT) C.B.C. **Distribution and Marketing**, Incorporated  
CORPORATION MISSOURI 11756 Borman Drive, Suite 200 St. Louis  
MISSOURI 63146

**Attorney**  
**Name** Michael J. Thomas

**Character**  
**of Mark** TRADEMARK. SERVICE MARK

**Function**  
**of Mark** PRINCIPAL

**Color**  
**Claimed** LIVE

**Word Mark** DIAMOND CHALLENGE

**Goods and Services** IC 041. US 100 101 107. G & S: entertainment services in the nature of a fantasy sports game where individuals select and manage a sports team for prizes. FIRST USE: 19971231. FIRST USE IN COMMERCE: 19971231

**Viewing**  
**Drawing** (1) TYPED DRAWING

**Serial**  
**Number** 75407178

**Filing Date** December 17, 1997

**Priority**  
**Filing Basis** UNKNOWN

Final Filing  
Date  
Established for  
Opposition  
Registration  
Number  
Registration  
Date  
Owner  
Attorney of  
Record  
Examiner  
Type of Mark  
Registered  
Priority Text  
Basis  
Indicator

1B

March 9, 1999

2347555

May 2, 2000

(REGISTRANT) CBC Distribution & Marketing, Inc. DBA CDM, Inc.  
CORPORATION MISSOURI 11756 Borman Drive, Suite 220 St. Louis MISSOURI  
631464133

Michael J. Thomas

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CHALLENGE" APART  
FROM THE MARK AS SHOWN

SERVICE MARK

PRINCIPAL

SECT 15. SECT 8 (6-YR).

LIVE

**CAUTIOUS NAME FILINGS:**

CDM Fantasy Sports  
Missouri Registration No. 407729

CDM Inc  
Missouri Registration No. 260050

CDM Sports  
Missouri Registration No. 407730

RotoTimes  
Missouri Registration No. 00558852

The RotoTimes  
Missouri Registration No. 00558855

Real Quality Stats  
Missouri Registration No. 407732