

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
Andrew Duncan		04/15/2007	INDIVIDUAL: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Bullrun LLC		
Street Address:	1801 14th Street		
Internal Address:	#209		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78919484	BULLRUN	
CORRESPONDENCE DATA			
Fax Number:	(303)893-1379		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-892-7353		
Email:	pantea.garroussi@dgsllaw.com		
Correspondent Name:	Pantea Garroussi, Davis Graham & Stubbs		
Address Line 1:	1550 17th Street		
Address Line 2:	Suite 500		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	231091-0005		
NAME OF SUBMITTER:	Pantea Garroussi		
Signature:	/Pantea Garroussi/		

CH \$40.00 78919484

Date:

07/03/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

Andrew Duncan and Bullrun Limited (collectively, the "Assignors"), in consideration for direct and/or indirect ownership interests in Bullrun, LLC, a Florida limited liability company ("Assignee"), hereby grant, sell, convey, assign, contribute, transfer and deliver to Assignee all of Assignors' right, title, and interest in and to the following:

1. U.S. federally registered trademark BULLRUN with the U.S. Patent and Trademark Office ("USPTO") registration number 3021086, and the Intent To Use application filed with the USPTO serial number 78919484, and U.K. registered trade marks BULLRUN, with U.K. Patent Office registration numbers E3517174 and 2347398, and all other worldwide rights to the mark BULLRUN, whether or not registered or pending registration (collectively, the "Marks");
2. the goodwill of the business symbolized by and associated with the Marks; and
3. all rights to proceeds of the foregoing, including, without limitation, any suits, causes of action and claims by Assignors against third parties for, or any profits arising from, past, present, or future infringement of the Marks or violations of the licenses of the Marks.

The assignment of the rights to the pending Intent To Use application, serial number 78919484, is in connection with the transfer, contribution, and conveyance to Assignee of the entire worldwide business (including all assets and rights of such business) conducted by Assignors and their affiliates under the Marks.

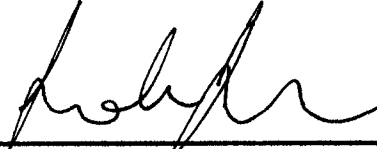
From time to time after the date hereof, Assignors will execute and deliver to Assignee such instruments of sale, transfer, conveyance, assignment and delivery, and such consents, assurances, powers of attorney and other instruments as may be reasonably requested by Assignee in order to vest in Assignee all right, title and interest of Assignors in and to the Marks, and otherwise in order to carry out the purpose and intent of this Assignment of Trademark ("Assignment"). Assignors hereby authorize Assignee to file this Assignment with the USPTO, the U.K. Patent Office, and any other applicable non-US governmental or regulatory authorities.

This Assignment shall be effective for all purposes on the date hereof. This Assignment shall be binding upon and inure to the benefit of Assignors and Assignee and their respective successors, assigns, heirs and personal representatives. This Assignment shall be governed by, and construed and interpreted in accordance with, the laws of the United States and of the State of Florida, without regard to its conflict of laws principles.

[Signature page follows.]

IN WITNESS WHEREOF, this Assignment has been executed on this __ day of April, 2007.

Assignors:



Andrew Duncan

Bullrun Limited

By: BULLRUN LIMITED
Name: Andrew Duncan
Its: DIRECTOR

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