

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Viz Reflectives Limited		08/08/2007	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	JJB Sports PLC		
Street Address:	Martland Park, Challenge Way, Wigan		
City:	Lancashire		
State/Country:	UNITED KINGDOM		
Postal Code:	WN5 0LD		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78334835	VIZ KIDS	
CORRESPONDENCE DATA			
Fax Number:	(303)473-2720		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-473-2865		
Email:	docket@hollandhart.com		
Correspondent Name:	Ester Martin Maillaro		
Address Line 1:	555 Seventeenth Street, Suite 3200		
Address Line 2:	P.O. Box 8749		
Address Line 4:	Denver, COLORADO 80201		
ATTORNEY DOCKET NUMBER:	54287.0001		
DOMESTIC REPRESENTATIVE			
Name:	Ester Martin Maillaro		
Address Line 1:	555 Seventeenth Street, Suite 3200		

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Address Line 2: P.O. Box 8749
Address Line 4: Denver, COLORADO 80201

NAME OF SUBMITTER:	Ester Martin Maillaro
Signature:	/Ester Martin Maillaro/
Date:	08/15/2007

Total Attachments: 1
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TRADEMARK ASSIGNMENT

Viz Reflectives Limited (registered in England and Wales with Company Number 04529596), whose registered office is at Vision House, Marshfield Bank Employment Park, Middlewich Road, Crewe, Cheshire CW2 8UY ("Assignor"), is the owner of the following United States trademark application (the "Trademark"):

Mark	U.S. Application Serial No.
	78/334,835

JJB Sports PLC (registered in England and Wales with Company Number 01024895), whose registered office is at Martland Park, Challenge Way, Wigan, Lancashire WN5 0LD ("Assignee"), seeks to acquire all right, title and interest in and to the Trademark.

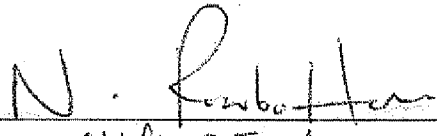
Assignee is the successor to that portion of the business of the Assignor to which the Trademark pertains.

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademark, all common law rights associated therewith, and all goodwill associated thereby.

This Trademark Assignment is effective as of June 15, 2006.

Executed on 8th August 2007

VIZ REFLECTIVES LIMITED


 By: N. Robertson
 Title: DIRECTOR

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