

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JJB Sports PLC		08/09/2007	COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Whelco Holdings Limited		
<b>Street Address:</b>	Loire Drive		
<b>Internal Address:</b>	Robin Park, Wigan		
<b>City:</b>	Lancashire		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	WN5 0UH		
<b>Entity Type:</b>	COMPANY: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78334835	VIZ KIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)473-2720		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-473-2865		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Ester Martin Maillaro		
<b>Address Line 1:</b>	555 Seventeenth Street, Suite 3200		
<b>Address Line 2:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	54287.0001		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Ester Martin Maillaro		
<b>Address Line 1:</b>	555 Seventeenth Street, Suite 3200		

OP \$40.00 78334835


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

NAME OF SUBMITTER:	Ester Martin Maillaro
Signature:	/Ester Martin Maillaro/
Date:	08/16/2007

Total Attachments: 1  
source=VIZKIDS Assignment to Whelco Holdings#page1.tif

TRADEMARK ASSIGNMENT

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 ("Assignor"), is the owner of the following United States trademark application (the "Trademark"):

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

Whelco Holdings Ltd. (registered in England and Wales with Company Number 03033275), whose registered office is at Loire Drive, Robin Park, Wigan, Lancashire WN5 0UH ("Assignee"), seeks to acquire all right, title and interest in and to the Trademark.

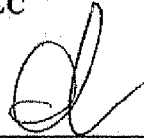
Assignee is the successor to that portion of the business of the Assignor to which the Trademark pertains.

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 the 9<sup>TH</sup> day of AUGUST 2007.

Executed on 9<sup>TH</sup> AUGUST 2007.

JJB SPORTS PLC



By: JOHN DAVID GREENWOOD  
Title: FINANCE DIRECTOR

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