

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Purple Pebble Games, L.L.C.		09/08/2005	LIMITED LIABILITY COMPANY: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Educational Insights, Inc.		
<b>Street Address:</b>	18730 S. Wilmington Avenue		
<b>City:</b>	Rancho Dominguez		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90220		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2509677	SOUNDTOONING	
Registration Number:	2691693	E-Z AS ABC	
Registration Number:	2580191	CHIME WITH RHYME	
Registration Number:	2979828	TIP TOP TALLY	
Registration Number:	2748558	NUMBERS COUNT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)222-0818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312.222.0800		
<b>Email:</b>	chiipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Larry L. Saret		
<b>Address Line 1:</b>	180 N. Stetson Avenue		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		

**OP \$140.00 2509677**

ATTORNEY DOCKET NUMBER:	022252-9001
NAME OF SUBMITTER:	Larry L. Saret
Signature:	/larry l. saret/
Date:	10/25/2007
Total Attachments: 3 source=C0811406#page1.tif source=C0811406#page2.tif source=C0811406#page3.tif	

EXHIBIT 2

ACKNOWLEDGEMENT OF ASSIGNMENT

This Acknowledgment of Assignment is entered into by and between by **Trump Printing Company, L.L.C. ("ASSIGNOR")**, having an address at 37 Grand Street, New York, NY 10013, U.S.A. and **Education Insights, Inc.**, a California corporation ("ASSIGNEE") having a business address at 18730 S. Wilmington Ave., Rancho Dominguez, CA 90220, U.S.A.

WHEREAS, Assignor is the owner of the Marks and Registrations listed in Schedule A attached hereto (the "Marks");

WHEREAS, by that certain Agreement for Sale and Purchase of Certain Properties, dated September 8, 2005, Assignor transferred to Assignee all right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business associated with and symbolized by the Marks.

WHEREAS, the Parties desire to have a recordable document evidencing said transfer and assignment;

NOW, THEREFORE, in consideration of the foregoing recitals and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms that it has heretofore transferred, assigned, set over and conveyed to Assignee and hereby transfers, assigns, sets over and conveys to Assignee, the whole right, title and interest in and to the aforementioned Marks and Registrations therefor, together with all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor has executed this Acknowledgment of Assignment.

ASSIGNOR

By: *Heather Frost*

TRU1100704-0000  
747290.01 009/19/05

Name: Linda P. T. [Signature]  
Title: President  
People People Games, L.L.C.

**ASSIGNEE**

**International Insights, Inc.**  
a California corporation

By: \_\_\_\_\_  
Name: Reid Calcutt  
Title: Chief Executive Officer

747 100 04 2000 1000

Mark:	Country:	Registration No.	Registration Date:	Class(es):
SOUNDTOONING	US	2,509,677	November 20, 2001	28
E-Z AS ABC	US	2,691,693	February 25, 2003	28
CHIME WITH RHYME	US	2,580,191	June 11, 2002	28
TIP TOP TALLY	US	2,979,828	July 26, 2005	28
NUMBERS COUNT	US	2,748,536	AUGUST 3, 2005	28

U.S. PATENT AND TRADEMARK OFFICE