

**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>
Varsity Spirit Corporation		10/16/2007	CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GIO-MAR, Inc.		
<b>Street Address:</b>	1707 Quincy Avenue		
<b>City:</b>	Naperville		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60540		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1551348	STARLIGHT PRODUCTIONS	
Registration Number:	2239830	CO. DANCE	
Registration Number:	2448058	D CO. DANCE	
Registration Number:	2437339	CO.DANCE	
Registration Number:	2315033	D CO. DANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(901)577-0812		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	901-577-8151		
<b>Email:</b>	trademarks@bakerdonelson.com		
<b>Correspondent Name:</b>	Grady M. Garrison		
<b>Address Line 1:</b>	165 Madison Avenue, Suite 2000		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38103		
<b>ATTORNEY DOCKET NUMBER:</b>	2783944-38		

**OP \$140.00 1551348**

NAME OF SUBMITTER:	Grady M. Garrison
Signature:	/gmg/
Date:	11/20/2007
Total Attachments: 1 source=Assignment.Varsity to Gio-Mar#page1.tif	

EXHIBIT 1  
TO ASSET PURCHASE AND AGREEMENT  
BETWEEN VARSITY SPIRIT CORPORATION AND  
GIO-MAR, INC.

Dated October 16, 2007

ASSIGNMENT OF MARKS AND NAMES

WHEREAS, Varsity Spirit Corporation, a Tennessee corporation having its principal office at 6745 Lenox Center Court, Suite 300, Memphis, Tennessee 38115 (hereinafter "Assignor"), has adopted and is using the registered trademarks and service marks shown on the attached Schedule A (the "Marks"), and

WHEREAS, Assignor has further adopted and is using the business names COMPANY DANCE and CO. DANCE (the "Names");

WHEREAS, GIO-MAR, Inc., an Illinois corporation with its principal office at 1707 Quincy Avenue, Naperville, Illinois 60540 (hereinafter "Assignee"), is desirous of acquiring the Marks and the registrations therefor and the Names,

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign unto said Assignee all right, title, and interest in and to the Marks and the Names, together with the goodwill of the business symbolized by the Marks and the Names, the registrations therefor, and the right to sue for any past acts of infringement of the Marks and the Names

Varsity Spirit Corporation  
a Tennessee corporation

By: John M. Nichols

Name: John M. Nichols

Title: Sr VP-CFO

Date: 10/16/07