

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
Sara Lee Bakery Group, Inc.		11/29/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	World Triathlon Corporation		
Street Address:	43309 U.S. Highway 19 North		
City:	Tarpon Springs		
State/Country:	FLORIDA		
Postal Code:	34689		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2525563	IRONKIDS	
CORRESPONDENCE DATA			
Fax Number:	(813)223-7118		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	813-225-2500		
Email:	lisah@jpfirm.com		
Correspondent Name:	Frank R. Jakes		
Address Line 1:	403 East Madison Street		
Address Line 2:	Suite 400		
Address Line 4:	Tampa, FLORIDA 33602		
ATTORNEY DOCKET NUMBER:	104292 (REG. 2525563)		
NAME OF SUBMITTER:	Frank R. Jakes		
Signature:	/Frank R. Jakes/		
Date:	01/08/2008		

OP \$40.00 2525563

Total Attachments: 1
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ASSIGNMENT OF U.S. REGISTRATION IN FULL

SARA LEE BAKERY GROUP, INC., a Delaware corporation with an address of 3500 Lacey Road, Downers Grove, IL 60515 ("ASSIGNOR"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby assign, sell and transfer to WORLD TRIATHLON CORPORATION, a Florida corporation with a principal place of business at 43309 U.S. Highway 19N, Tarpon Springs, FL 34689 ("ASSIGNEE") the entire right, title and interest in and to the IRONKIDS mark in U.S. Registration No. 2525563 (the "Mark"), including renewal rights therein, together with the goodwill symbolized by such Mark as well as all rights in and to any and all claims ASSIGNOR may have, at law or in equity for past infringement thereof in the United States, the same to be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made. This Assignment is made pursuant to the "Agreement" by and between Assignor and Assignee, dated as of the 29th day of November, 2007.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer as of the date indicated below.

SARA LEE BAKERY GROUP, INC.

By: Mary Margaret Murray
Title: Asst Secretary

STATE OF Illinois)
COUNTY OF DuPage)

Before me, the undersigned authority, personally appeared Mary Margaret Murray, who is personally known to me or has produced _____ as identification and did take an oath this 29 day of November, 2007.

Mary Margaret Murray
Notary Public
My Commission Expires: April 4, 2009

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