

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sara Lee Bakery Group, Inc.		12/04/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	World Triathlon Corporation		
<b>Street Address:</b>	43309 U.S. Highway 19 North		
<b>City:</b>	Tarpon Springs		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	34689		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1718294	IRONKIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(813)223-7118		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	813-225-2500		
<b>Email:</b>	lisah@jpfirm.com		
<b>Correspondent Name:</b>	Frank R. Jakes		
<b>Address Line 1:</b>	403 East Madison Street		
<b>Address Line 2:</b>	Suite 400		
<b>Address Line 4:</b>	Tampa, FLORIDA 33602		
<b>ATTORNEY DOCKET NUMBER:</b>	104292 US0623-25		
<b>NAME OF SUBMITTER:</b>	Frank R. Jakes		
<b>Signature:</b>	/Frank R. Jakes/		
<b>Date:</b>	01/08/2008		

OP \$40.00 1718294

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

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 right, title and interest in and to the IRONKIDS mark in part with regard to the Class 25 goods in U.S. Registration No. 1718294 (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 29<sup>th</sup> 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 M. Murray  
Title: Asst. Secretary

STATE OF Illinois )  
COUNTY OF DeKalb )

Before me, the undersigned authority, personally appeared Mary Margaret Murray, who is [X] 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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