

## 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
4004 Incorporated		01/18/2008	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Baller Brands LLC		
Street Address:	12 Harbor Park Drive		
City:	Port Washington		
State/Country:	NEW YORK		
Postal Code:	11050		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77140732	BIG BEN	
CORRESPONDENCE DATA			
Fax Number:	(516)472-6161		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(516) 472-6305		
Email:	cccarter@4004inc.com		
Correspondent Name:	Charles-Christophe Carter, Esq.		
Address Line 1:	12 Harbor Park Drive		
Address Line 2:	Legal Department		
Address Line 4:	Port Washington, NEW YORK 11050		
NAME OF SUBMITTER:	Charles-Christophe Carter, Esq.		
Signature:	/Charles-Christophe Carter/		
Date:	01/21/2008		
Total Attachments: 3			

OP \$40.00 77140732

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## TRADEMARK ASSIGNMENT

WHEREAS, 4004 INCORPORATED ("Assignor"), a Pennsylvania corporation having a principal place of business at 12 Harbor Park Drive, Port Washington, New York 11050, has adopted, used, and is using and is the owner of the following trademark for which application in the United States Patent and Trademark Office is pending:

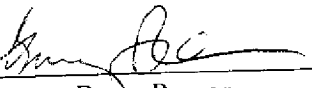
<u>Trademark</u>	<u>Application Number</u>	<u>Filed</u>
"BIG BEN"	77/140732	March 26, 2007

WHEREAS, BALLER BRANDS LLC ("Assignee"), a Delaware Limited Liability Company having a principal place of business located at 12 Harbor Park Drive, Port Washington, New York 11050, desires to acquire said trademark and the application therefore,

NOW, THEREFORE, in consideration of the sum of Forty Dollars (\$40.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in the United States in and to said trademark and said application therefore, together with the goodwill of the business symbolized by said trademark and said application to register said trademark.

The Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office are requested to issue Certificates of Registration to Assignee.

4004 INCORPORATED

By:   
Barry Prevor

Date: 1/18/08

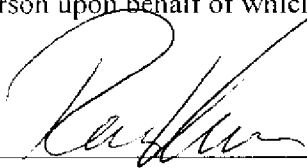
BALLER BRANDS LLC

By:   
Barry Prevor

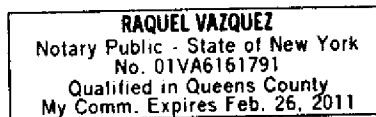
Date: 1/18/08

State of New York    )  
                                  ) ss.:  
County of Nassau    )

On the 18<sup>th</sup> day of January in the year 2008  
before me, the undersigned, personally appeared Benny Plevor  
\_\_\_\_\_, personally known to me or proved to me on the basis of  
satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within  
instrument and acknowledged to me that he/she/they executed the same in his/her/their  
capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the  
person upon behalf of which the individual(s) acted, executed the instrument.

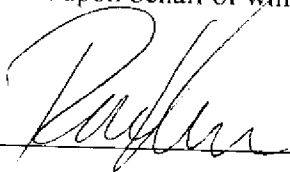


Notary Public



State of New York )  
 ) ss.:  
County of Nassau )

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Notary Public

