

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
Tapout, Inc.		08/31/2006	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Simply Believe, Inc.
Street Address:	12223 Highland Ave
Internal Address:	Suite 611
City:	Rancho Cucamonga
State/Country:	CALIFORNIA
Postal Code:	91739
Entity Type:	CORPORATION: CALIFORNIA

Name:	Self Made, Inc.
Street Address:	12223 Highland Ave.
Internal Address:	Suite 611
City:	Rancho Cucamonga
State/Country:	CALIFORNIA
Postal Code:	91739
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78839841	TAPOUT
Serial Number:	78839819	TAPOUT
Serial Number:	78839795	TAPOUT
Serial Number:	78839857	TAPOUT
Serial Number:	78839459	TAPOUT
Serial Number:	78839428	TAPOUT

CH \$190.00 78839841

Serial Number:

78839447

TAPOUT

CORRESPONDENCE DATA

Fax Number: (202)682-3580

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2026823671

Email: jrynkiewicz@kayescholer.com

Correspondent Name: John P. Rynkiewicz

Address Line 1: 901 Fifteenth Street, N.W.

Address Line 2: Kaye Scholer LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:

60659-0001

NAME OF SUBMITTER:

John P. Rynkiewicz

Signature:

/john p rynkiewicz/

Date:

03/12/2008

Total Attachments: 2

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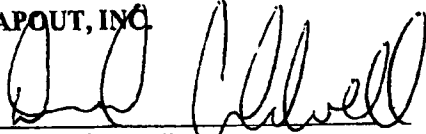
SHORT FORM ASSIGNMENT

For valuable consideration, receipt whereof is hereby acknowledged, the undersigned hereby sells, grants, and assigns to Self Made, Inc. and Simply Believe, Inc., (collectively, referred to herein as: "Assignee"), exclusively, in perpetuity and throughout the universe, all right, title and interest, including, without limitation, all intellectual property rights, in and to the assets and goodwill of TapOut, Inc., as of the date hereof, including those assets as set forth on the schedule attached hereto.

The undersigned has executed this assignment as of this 31st day of August, 2006.

ASSIGNOR:

TAPOUT, INC.



BY: Dan Caldwell

ITS: Vice President, Chief Financial Officer and Secretary

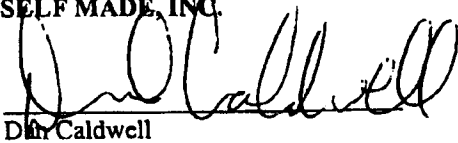
CONFIRMED AND AGREED:

SIMPLY BELIEVE, INC.



Charles Lewis

SELF MADE, INC.



Dan Caldwell

Schedule of Assets as of August 31, 2006

All of the assets of Tapout, Inc., including, but not limited to:

Federal trademark registration to "TAPOUT", Reg. No. 2346533 (filed July 24, 1998), in International Class 25. Additional applications in the U.S. for the mark "TAPOUT" in International Classes 9, 25 and 41. Filed applications in the European Community, Australia, New Zealand and Japan for the mark "TAPOUT" in International Classes 9, 25 and 41. Application in Canada for the mark "TAPOUT". The application numbers for these registrations are as follows:

Canada (Applic. No. 1279732)
The European Community (No. 004710381)
Australia (Applic. No. 1085188)
New Zealand (No. 738510)
Japan (Applic. No. 2005-105780)

Common law trademark rights for the following unregistered trademarks: INYAFACE, inyaface.com, tapout.com, CHOKEHOLD logo, TAPOUT CREW, HERE FOR YOU TO HATE, ARROGANT AMERICAN AND INYAFACE, BAD FOR THE SPORT (words, skull logo and words with and skull logo) as well as TAPOUT for goods not covered by registrations and applications filed to date.

U.S. trademark/servicemark applications:

Ser. No. 78745030 (Mark: TAPOUT)
Ser. No. 78744962 (Mark: TAPOUT)
Ser. No. 78729114 (Mark: TAPOUT)
Ser No. 78879886 (Mark: TAPOUT CREW)
Ser No. 78797197 (Mark: TAPOUT)
Ser No. 78839841 (Mark: TAPOUT)
Ser No. 78839819 (Mark: TAPOUT)
Ser No. 78839795 (Mark: TAPOUT)
Ser No. 78839857 (Mark: TAPOUT)
Ser No. 78839459 (Mark: TAPOUT)
Ser No. 78839428 (Mark: TAPOUT)
Ser No. 78839447 (Mark: TAPOUT)

Trademark/Servicemark:
TAPOUT
TAPOUT CREW
TAPOUT.COM

Domain Name Registration:
tapout.com

Copyright Applications/Registrations:
TAPOUT Logo
TAPOUT Grapple Logo

Agreement of Settlement and Mutual and General Release, dated August 7, 2006, by and among Tapout, Inc., Larry Paletz, Tapout Holdings, Inc., Mad Engine, Inc., Crystal Enterprises, Inc., Charles Lewis and Daniel Caldwell.

All the goodwill related to all of the above and to the business of Tapout, Inc.