

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
Spilsbury Puzzle Company		04/21/2008	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	IRI Holdings, Inc.		
Doing Business As:	DBA Spilsbury		
Street Address:	900 N. Rohlwing Road		
City:	Itasca		
State/Country:	ILLINOIS		
Postal Code:	60143		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	74659769	SPILSBURY	
Serial Number:	76370063	WE DELIVER FUN!	
CORRESPONDENCE DATA			
Fax Number:	(630)919-2219		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	630-919-2221		
Email:	mmalkin@infinityresourcesinc.com		
Correspondent Name:	Michael L Malkin		
Address Line 1:	900 N. Rohlwing Road		
Address Line 2:	Infinity Resources, Inc.		
Address Line 4:	Itasca, ILLINOIS 60143		
NAME OF SUBMITTER:	Michael L. Malkin		
Signature:	/s/ Michael L. Malkin		

OP \$65.00 74659769

Date:

04/24/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of March 19, 2007 from Spilsbury Puzzle Company, Inc. ("Spilsbury") by and through William A. Brandt, Jr., not individually, but solely as Spilsbury's Trustee-Assignee ("ASSIGNOR"), to IRI Holdings, Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of all of Spilsbury's right, title and interests in the service marks (the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the services with respect to which the Marks are used and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the related business and goodwill;

NOW, THEREFORE, pursuant to and in consideration of the that certain Asset Purchase Agreement, dated March 17, 2007, entered into between the parties, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the services with respect to which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damaged, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

SPILSBURY PUZZLE COMPANY, INC.
BY AND THROUGH ITS TRUSTEE-ASSIGNEE
By *William A. Brandt Jr.*
William A. Brandt Jr., solely as Assignee-Trustee

State Of Illinois)
County of Cook)

On 21 April 2008 before me, the undersigned Notary Public, personally appeared William Brandt, Jr., not individually, but solely as Trustee-Assignee, proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Bethany J. Davies
Signature of Notary Public



EXHIBIT A

SERVICE MARKS

<u>MARKS</u>	<u>SERIAL NO.</u>	<u>REGISTRATION DATE</u>	<u>REGISTRATION NO.</u>
1. SPILSBURY	74659769	December 19, 1996	2018380
2. WE DELIVER FUN!	76370063	December 17, 2002	2662930

NGEDOCs: 1523992.1