

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Red Media Pty Ltd		05/15/2008	LTD LIAB JT ST CO: AUSTRALIA

**RECEIVING PARTY DATA**

<b>Name:</b>	World Wide Games Limited
<b>Street Address:</b>	138 Gloucester Road
<b>Internal Address:</b>	Room 105, Allied Kajima Building
<b>City:</b>	Wanchai
<b>State/Country:</b>	HONG KONG
<b>Entity Type:</b>	Limited Company: HONG KONG

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2862585	SMART ASS THE BOARD GAME

**CORRESPONDENCE DATA**

Fax Number: (312)360-9315  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 3123600080  
 Email: tmdocket@gbclaw.net  
 Correspondent Name: Greer, Burns & Crain, Ltd.  
 Address Line 1: 300 South Wacker Drive  
 Address Line 2: Suite 2500  
 Address Line 4: Chicago, ILLINOIS 60606

<b>ATTORNEY DOCKET NUMBER:</b>	4522.80877
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**DOMESTIC REPRESENTATIVE**

Name: Greer, Burns & Crain, Ltd.  
 Address Line 1: 300 South Wacker Drive

CH \$40.00 2862585

Address Line 2: Suite 2500  
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Paul G. Juettner
Signature:	/Paul G. Juettner/
Date:	06/11/2008

Total Attachments: 4  
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# **Deed of Assignment of Intellectual Property**

**Red Media Pty Ltd**  
ACN 076 688 572

and

**World Wide Games Limited**

**Middletons**  
Melbourne office  
Ref: ABW.JAF.10011501

# Deed of Assignment of Intellectual Property

Date 15 May 2008

## Parties

1. **Red Media Pty Ltd** (ACN 076 688 572) of 33 Charles Street, St Kilda, Victoria, Australia and 6 Affleck Street, South Yarra, Victoria, Australia (**Assignor**)
2. **World Wide Games Limited** of Room 105, Allied Kajima Building, 138 Gloucester Road, Wanchai, Hong Kong (**Assignee**)

## Background

- A. The Assignor is the registered owner of the trade marks specified in Schedule 1 of this deed and it is the owner of the copyright works used in relation to the boardgame "SMART ASS" including but not limited to any literary or artistic works (which trade marks and copyright works are herein referred to collectively as the IP).
- B. The Assignor by this deed assigns to the Assignee its entire right, title and interest in and to the IP.

## Operative Provisions

### 1. Assignment of IP

The Assignor assigns, transfers and sets over to the Assignee all its rights, title and interest in the IP together with any associated goodwill owned by it in relation to the IP effective from 26 February 2008. The Assignee agrees to pay to the Assignor the sum of AUD\$30,000 in consideration of the assignment of such rights, title and interest.

### 2. Authorities

The parties agree to execute all documents and do all acts necessary to effect registration of this assignment of the IP and the recording of the Assignee as the registered proprietor of the IP where applicable in the jurisdictions in which the IP is registered.

### 3. Assignment of Right to Sue

Effective from 26 February 2008, and in consideration of the monies to be made under clause 1, the Assignor assigns, transfers and sets over to the Assignee any present or future rights it has to damages or injunctive relief as a result of any infringement of its intellectual property rights in the IP.

### 4. Governing Law and Jurisdiction

This Deed is governed by and must be construed in accordance with the laws of the State of Victoria. The parties submit to the non-exclusive jurisdiction of the courts of the State and the Commonwealth of Australia in respect of all matters or things arising out of this Deed.

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**Schedule 1: IP****Australian Trade Mark**

<b>Australian Trade Mark No.</b>	<b>Trade Mark</b>	<b>Class(es)</b>	<b>Priority Date</b>	<b>Renewal Date</b>
919995	SMART ASS THE BOARD GAME	28	16 July 2002	16 July 2012

**US Trade Mark**

<b>US Trade Mark No.</b>	<b>Trade Mark</b>	<b>Class(es)</b>	<b>Priority Date</b>	<b>Renewal Date</b>
2862585	SMART ASS THE BOARD GAME	28	16 July 2002	16 July 2012

**International Trade Mark**

<b>International Trade Mark No.</b>	<b>Trade Mark</b>	<b>Class(es)</b>	<b>Priority Date/Designated Countries</b>	<b>Renewal Date</b>
935 051	SMART ASS THE BOARD GAME	28	16 July 2002 UK and Ireland	16 July 2012

**Executed as a deed**

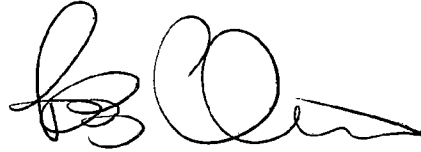
**Executed by Red Media Pty Ltd ACN 076 688 )**  
**572 in accordance with section 127(1) of the )**  
**Corporations Act 2001 (Cth): )**



.....  
Signature of director

NOB FURST

.....  
Name (please print)

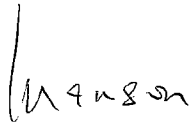


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Signature of company secretary

NOB BURTON

.....  
Name (please print)

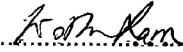
**Executed by World Wide Games Limited in )**  
**accordance with its constitution: )**



.....  
Signature of witness

LAW MAU SAN

.....  
Name (please print)



.....  
Signature of An Officer of the Company

LAM YING SU

.....  
Name (please print)

*For and on behalf of*  
**World Wide Games Limited**

.....  
*Authorized Signature(s)*