

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		07/09/2008	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Starbury Corporation		
Also Known As:	AKA Starbury, Inc.		
Street Address:	c/o CAA Management II, LLC, PO Box 110127		
City:	Research Triangle Park		
State/Country:	NORTH CAROLINA		
Postal Code:	27709		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78818742	3	
Serial Number:	78818728	3	
Serial Number:	77141046	3	
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@steveandbarrys.com		
Correspondent Name:	Charles-Christophe Carter, Esq.		
Address Line 1:	12 Harbor Park Drive		
Address Line 4:	Port Washington, NEW YORK 11050		
ATTORNEY DOCKET NUMBER:	4004TOSTARASSIGNMENT		
NAME OF SUBMITTER:	Charles-Christophe Carter		

OP \$90.00 78818742

Signature:

/Charles-Christophe Carter/

Date:

07/09/2008

Total Attachments: 2

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ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (this "Assignment") is made as of the 9th day of July, 2008 by and between 4004 INCORPORATED, a Pennsylvania corporation, maintaining an address at 12 Harbor Park Drive, Port Washington, NY 11050 ("Assignor") and Starbury Corporation a/k/a Starbury, Inc., a Delaware corporation, whose address is c/o CAA Management II, LLC, PO Box 110127, Research Triangle Park, NC 27709 ("Assignee").

WHEREAS Assignor and Assignee were parties to a certain Endorsement Agreement dated as of December 1, 2005 (the "Agreement");

WHEREAS the Agreement was assigned to Baller Brands LLC (the "Company") pursuant to that certain Assignment and Assumption Agreement dated as of September 17, 2007;

WHEREAS in the performance of its duties pursuant to the Agreement, Assignor developed and created the marks attached hereto as Exhibit A (the "Marks");

WHEREAS Assignor desires to assign the Marks and all rights, title and interest therein to Assignee, and Assignee is desirous of acquiring the Marks and all rights, title and interest therein;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as assignor, does hereby assign unto Assignee, all rights, title and interest in and to the Marks, subject to the continuing rights of the Company and its affiliates to use the Marks in accordance with the terms of the Agreement.

In Testimony Whereof, Assignor has caused this document to be duly and legally executed on the 9th day of July, 2008.

4004 INCORPORATED

By: 

Adam Mandelbaum, General Counsel

TRADEMARK

REEL: 003812 FRAME: 0474

EXHIBIT A
THE MARKS

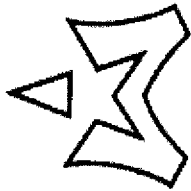
The Mark

Serial Number



78818742

78818728



77141046

