

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A., a national banking association		01/11/2008	National Bank:

RECEIVING PARTY DATA

Name:	The Game, LLC
Street Address:	16 Downing Drive
City:	Phenix City
State/Country:	ALABAMA
Postal Code:	36868
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78674516	
Registration Number:	2576773	
Registration Number:	1410919	THE GAME
Registration Number:	1489462	
Registration Number:	1495869	G
Registration Number:	1561018	THE GAME
Registration Number:	2275077	
Registration Number:	3030061	G GIRL EXCLUSIVELY BY THE GAME

CORRESPONDENCE DATA

Fax Number: (213)620-1780
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2136201780
 Email: brodriguez@sheppardmullin.com
 Correspondent Name: James R. Brueggemann

CH \$215.00 78674516

Address Line 1: Sheppard, Mullin, Richter & Hampton LLP
Address Line 2: 333 South Hope Street, 48th Floor
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	0EKM-139539
NAME OF SUBMITTER:	James R. Brueggemann
Signature:	/James R. Brueggemann/
Date:	12/12/2008

Total Attachments: 3
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RELEASE AND REASSIGNMENT OF
TRADEMARKS AND TRADEMARK APPLICATIONS

Reference is hereby made to that certain Memorandum and Notice of Security Interest in Intellectual Property, dated as of January 11, 2008 (the "Memorandum"), executed by The Game, LLC, an Alabama limited liability company (the "Company") whose address is 16 Downing Drive, Phenix City, AL 36868, in favor of Bank of America, N.A., a national banking association (the "Lender") whose address is 55 South Lake Avenue, Suite 900, Pasadena, CA 91101, which was recorded in the United States Patent and Trademark Office on March 7, 2008 at Reel 003734, Frame 0638, pursuant to which the Company assigned and granted to the Lender a security interest in and to all of the Company's right, title and interest in and to certain trademarks and trademark applications, including those trademarks and trademark applications specifically listed on Exhibit A attached hereto and the goodwill associated therewith (collectively, the "Marks");

WHEREAS, the Lender wishes to release, retransfer and reassign to the Company, without representation or warranty, all of the Lender's right, title and interest in and to the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Lender hereby releases, retransfers and reassigns to the Company, without representation or warranty, all of the Lender's right, title and interest in and to the Marks and the goodwill associated therewith.

[Signature page to follow.]

IN WITNESS WHEREOF, Lender has executed this Release and Reassignment of Trademarks and Trademark Applications as of this 21ST day of November, 2008.

BANK OF AMERICA, N.A
a national banking association


By: 
Name: JOHN TOLLE
Title: VICE PRESIDENT

Exhibit A

RELEASE AND REASSIGNMENT OF
TRADEMARKS AND TRADEMARK APPLICATIONS

TRADEMARKS

Trademark	Owner	Federal Registration No.	Registration Date
THREE BAR DESIGN	THE GAME	78/674516	7/20/2005
TWO BAR DESIGN	THE GAME	2,576,773	6/4/2002
THE GAME (TYPED)	THE GAME	1,410,919	9/23/2006
CIRCLE AND BAR LOGO	THE GAME	1,489,462	5/24/1998
THE G LOGO	THE GAME	1,495,869	7/12/1988
THE GAME LOGO	THE GAME	1,561,018	10/17/1989
SPLIT BAR DESIGN	THE GAME	2,275,077	9/7/1999
GIRL EXCLUSIVELY BY THE GAME	THE GAME	3,030,061	12/13/2005

Exhibit A

BN 2425709v1

RECORDED: 12/12/2008

TRADEMARK
REEL: 003902 FRAME: 0223