

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Richard Reid Productions, Inc.		02/19/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The California College Bowl Company, Inc.		
<b>Street Address:</b>	5900 Canoga Avenue, Suite 100		
<b>City:</b>	Woodland Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91367-5009		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78973355	CAMPUS ALL-STAR CHALLENGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)312-9442		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 218-0000		
<b>Email:</b>	ekomen@sheppardmullin.com		
<b>Correspondent Name:</b>	Edwin Komen, Esq.		
<b>Address Line 1:</b>	1300 I Street NW, 11th Floor East		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	09XK-126454		
<b>NAME OF SUBMITTER:</b>	Susan Hwang		
<b>Signature:</b>	/Susan Hwang/		
<b>Date:</b>	02/19/2009		

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Total Attachments: 1  
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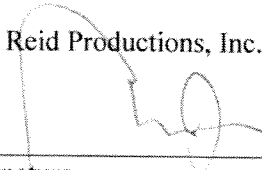
**ASSIGNMENT**

WHEREAS, Richard Reid Productions, Inc., a California corporation located at Suite 100, 5900 Canoga Avenue, Woodland Hills, CA 91367-5009 (hereinafter "RRPI"), is the owner of record of the application for registration currently pending in the United States Patent and Trademark Office for the mark CAMPUS ALL-STAR CHALLENGE, Application Serial No. 78/973355, filed September 13, 2006 (hereinafter the "Mark"); and

WHEREAS, The California College Bowl Company, Inc, a California corporation located at Suite 100, 5900 Canoga Avenue, Woodland Hills, CA 91367-5009 (hereinafter "TCCBCI") desires to acquire the Mark, the application for the Mark and all of the rights, title and interest to the Mark therein, and the goodwill of the business symbolized by the Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, RRPI hereby assigns to TCCBCI, all right, title and interest in the Mark and the application for the Mark, together with the goodwill of the business symbolized by the Mark including any causes of action as may have previously accrued relating to the subject matter of this assignment.

Richard Reid Productions, Inc.

By:   
\_\_\_\_\_  
Signature

Richard Reid

President

Date: 2/19/09

**AGREED TO AND ACCEPTED BY:**

The California College Bowl Company, Inc.

By:   
\_\_\_\_\_  
Signature

Richard Reid

President

Date: 2/19/09