

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
Richard Reid Productions, Inc.		02/19/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The California College Bowl Company, Inc.		
Street Address:	5900 Canoga Avenue, Suite 100		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367-5009		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3459276	UNIVERSITY CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	(202)312-9442		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 218-0000		
Email:	ekomen@sheppardmullin.com		
Correspondent Name:	Edwin Komen, Esq.		
Address Line 1:	1300 I Street NW, 11th Floor East		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	09XK-120333		
NAME OF SUBMITTER:	Susan Hwang		
Signature:	/Susan Hwang/		
Date:	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 mark registered in the United States Patent and Trademark Office as UNIVERSITY CHALLENGE, Reg. No. 3,459,276, issued July 1, 2008 (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 registration 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 registration 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