

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
Friendly Games, Inc.		01/19/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	USAopoly, Inc.		
Street Address:	5607 Palmer Way		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92010		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77348093	SYNC UP	
Serial Number:	77423160	PASS THE BLAME	
CORRESPONDENCE DATA			
Fax Number:	(513)762-7987		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(513) 455-7687		
Email:	mgf@gdm.com		
Correspondent Name:	Michael G. Frey		
Address Line 1:	255 East Fifth Street		
Address Line 2:	2900 Chemed Center		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	113410.1		
NAME OF SUBMITTER:	Michael G. Frey		
Signature:	/Michael G. Frey/		

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Date:

02/19/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS FRIENDLY GAMES, INC., a corporation organized under the laws of the State of Delaware, with an address at 5607 Palmer Way, Carlsbad, California 92010 [hereinafter "Assignor"], has adopted and intends to use the trademarks SYNC UP and PASS THE BLAME [collectively, the "Marks"] in connection with board games (SYNC UP) and toys, games, and playthings, namely, board games (PASS THE BLAME) and has filed applications to register the Marks, Application Serial Nos. 77/348,093 (SYNC UP) and 77/423,160 (PASS THE BLAME), indicating that intention; and

WHEREAS USAOPOLY, INC., a corporation organized under the laws of the State of Delaware, with an address at 5607 Palmer Way, Carlsbad, California 92010 [hereinafter "Assignee"], desires to acquire the entire right, title and interest in and to said Marks and the pending federal applications therefor, together with the goodwill of the business in connection with which the Marks are used; and

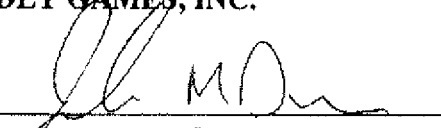
WHEREAS Assignee is the successor to that portion of Assignor's ongoing and existing business to which the Marks pertain;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Marks, including the right to take legal action and

recover for past infringements thereof and to enjoin future infringements, together with the goodwill of the business symbolized by the Marks and the United States applications therefor.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment on this 19th day of January, 2009.

FRIENDLY GAMES, INC.

By: 
Name: John Davis
Title: President
Date: 1/13/09

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