

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the assignor's name and citizenship, incorrectly identified as Richard Reid Productions, Inc., a California corporation previously recorded on Reel 003938 Frame 0654. Assignor(s) hereby confirms the assignor's correct name and citizenship is College Bowl Company, Inc., a New York corporation.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
College Bowl Company, Inc.		02/19/2009	CORPORATION: NEW YORK

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:	1191378	COLLEGE BOWL

CORRESPONDENCE DATA

Fax Number: (202)312-9442
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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:	000C-090108
NAME OF SUBMITTER:	Susan Hwang

900127614

**TRADEMARK
 REEL: 003939 FRAME: 0777**

CH \$40.00 1191378

Signature:

/Susan Hwang/

Date:

02/20/2009

Total Attachments: 6

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TO: EDWIN KOMEN, ESQ. COMPANY: 1300 I STREET NW, 11TH FLOOR EAST

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.102/19/2009
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
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ATTORNEY DOCKET NUMBER:	09XK-120336																										
NAME OF SUBMITTER:	Susan Hwang																										
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CH \$40.00 1191378

TO: EDWIN KOMEN, ESQ. COMPANY: 1300 I STREET NW, 11TH FLOOR EAST

Total Attachments: 1
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ASSIGNMENT

WHEREAS, College Bowl Company, Inc., a New York corporation (hereinafter "CBCI"), is the owner of record of the mark registered in the United States Patent and Trademark Office as COLLEGE BOWL, Reg. No. 1,191,378, issued March 2, 1982 (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, CBCI 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.

College Bowl Company, 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