

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the assignor's citizenship, incorrectly identified as a California corporation previously recorded on Reel 003938 Frame 0722. Assignor(s) hereby confirms the assignor's correct citizenship is 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:	1666152	THE VARSITY SPORT OF THE MIND

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
Signature:	/Susan Hwang/

CH \$40.00 1666152

Date:

02/20/2009

Total Attachments: 6

source=VARSITY SPORT OF THE MIND#page1.tif

source=VARSITY SPORT OF THE MIND#page2.tif

source=VARSITY SPORT OF THE MIND#page3.tif

source=VARSITY SPORT OF THE MIND#page4.tif

source=VARSITY SPORT OF THE MIND#page5.tif

source=VARSITY SPORT OF THE MIND#page6.tif

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

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.102/19/2009
900127475

SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>College Bowl Company, Inc.</td> <td></td> <td>02/19/2009</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	College Bowl Company, Inc.		02/19/2009	CORPORATION: CALIFORNIA																
Name	Formerly	Execution Date	Entity Type																								
College Bowl Company, Inc.		02/19/2009	CORPORATION: CALIFORNIA																								
RECEIVING PARTY DATA																											
<table border="1"> <tr> <td>Name:</td> <td colspan="3">The California College Bowl Company, Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">5900 Canoga Avenue, Suite 100</td> </tr> <tr> <td>City:</td> <td colspan="3">Woodland Hills</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">91387-5009</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: CALIFORNIA</td> </tr> </table>				Name:	The California College Bowl Company, Inc.			Street Address:	5900 Canoga Avenue, Suite 100			City:	Woodland Hills			State/Country:	CALIFORNIA			Postal Code:	91387-5009			Entity Type:	CORPORATION: CALIFORNIA		
Name:	The California College Bowl Company, Inc.																										
Street Address:	5900 Canoga Avenue, Suite 100																										
City:	Woodland Hills																										
State/Country:	CALIFORNIA																										
Postal Code:	91387-5009																										
Entity Type:	CORPORATION: CALIFORNIA																										
PROPERTY NUMBERS Total: 1																											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1666152</td> <td>THE VARSITY SPORT OF THE MIND</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	1666152	THE VARSITY SPORT OF THE MIND																		
Property Type	Number	Word Mark																									
Registration Number:	1666152	THE VARSITY SPORT OF THE MIND																									
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-120335																										
NAME OF SUBMITTER:	Susan Hwang																										
Signature:	/Susan Hwang/																										
Date:	02/19/2009																										

CH \$40.00 1666152

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

Total Attachments: 1

source=Varsity Sport of the Mind#page1.tif


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 THE VARSITY SPORT OF THE MIND, Reg. No. 1,666,152, issued November 26, 1991 (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

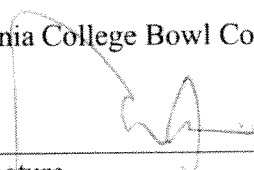
Richard Reid

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