

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
Calendar Club L.L.C.		02/24/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Calendar Holdings LLC		
Street Address:	6411 Burleson Road		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78744		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2073843	CALENDAR CLUB	
Registration Number:	2791814	GO! THE GAME STORE	
Serial Number:	77300714	GO! GAMES	
Serial Number:	77300766	GO! TOYS & GAMES	
Serial Number:	77300817	GO! TOYS	
CORRESPONDENCE DATA			
Fax Number:	(248)351-3082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(248) 351-3000		
Email:	jbisdorf@jaffelaw.com		
Correspondent Name:	Jeremy D. Bisdorf		
Address Line 1:	201 S. Main St., Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	CALEN-GEN		

CH \$140.00 2073843

NAME OF SUBMITTER:	Jeremy D. Bisdorf
Signature:	/jdb/
Date:	02/25/2009
Total Attachments: 4 source=Calendar Club Assignment#page1.tif source=Calendar Club Assignment#page2.tif source=Calendar Club Assignment#page3.tif source=Calendar Club Assignment#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of February 24, 2009 (the "Effective Date"), is by and between **CALENDAR CLUB L.L.C.**, a Delaware limited liability company ("Assignor") and **CALENDAR HOLDINGS LLC**, a Delaware limited liability company ("Assignee").

Recitals:

- A. Assignor is the owner of record of the trademarks (the "Trademarks") listed on Schedule A.
- B. Assignee desires to acquire all of Assignor's entire right, title and interest in and to the Trademarks, together with whatever goodwill is associated with the Trademarks.
- C. Assignor desires to transfer to Assignee all of Assignor's rights in the Trademarks.

NOW, THEREFORE, in exchange for One and 00/100 (\$1.00) Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor does hereby sell, assign, transfer, convey and set over unto Assignee all rights, title and interest in and to the Trademarks, together with all other goodwill associated with the Trademarks, including, but not limited to, any and all rights to register and to renew the Trademarks, together with all rights to sue and recover for past, present and future infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.
2. As a result of this Assignment, the Trademarks are to be held and enjoyed by the Assignee for its own use and enjoyment and the use and enjoyment of its heirs, successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment, sale, conveyance and transfer had not been made.
3. Assignor further covenants and agrees that it shall, at any time, upon request, at Assignee's expense, testify in any legal proceeding, execute and deliver any agreement, document, certificate or instrument and generally do all that is possible or that may be necessary or desirable to perfect the title to the Trademarks in the Assignee, its heirs, successors, assigns or other legal representatives.
4. Assignor hereby authorizes and requests the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as owner of the Trademarks.
5. This Assignment will be governed and controlled in all respects by the laws of the State of Michigan, including interpretation, enforceability, validity and construction, without regard to any conflict of law provisions.

6. This Agreement may be executed in one or more counterparts, each of which will be deemed an original agreement, but all of which will be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other. A facsimile of this document bearing a party's signature or a printed copy of the original, signed document scanned in .pdf or .tiff format shall have the same legal force and effect as an original of such signature and shall be treated as an original document for evidentiary purposes.

[Signatures on Following Page]

ASSIGNOR:

CALENDAR CLUB L.L.C.,
a Delaware limited liability company

By: [Signature]

Print Name: Marc Winkelman

Its: CEO

STATE OF _____)
COUNTY OF _____)ss

On February 23, 2009, before me personally came Marc Winkelman,
to me known, who being sworn, did depose and say that he/she is the CEO
of the Assignor described in and which executed the within TRADEMARK ASSIGNMENT, and
that he/she signed his/her name in such capacity by order of said company.

[Signature]
Notary Public, _____ County
My commission expires:

NOTARY PUBLIC, OAKLAND COUNTY, MI
MY COMMISSION EXPIRES MARCH 25, 2014
ACTING IN _____ COUNTY

ASSIGNMENT ACCEPTED:

ASSIGNEE:

CALENDAR HOLDINGS LLC,
a Delaware limited liability company

By: [Signature]

Print Name: Marc Winkelman

Its: CEO


GAIL H. SHAW
NOTARY PUBLIC, OAKLAND COUNTY, MI
MY COMMISSION EXPIRES MARCH 25, 2014
ACTING IN Oakland COUNTY

[Trademark Assignment]

SCHEDULE A

TRADEMARKS

Registered Trademarks:

Reg. Number	Issue Date	Country	Trademark
2,073,843	June 24, 1997	United States	CALENDAR CLUB
2,791,814	December 9, 2003	United States	GO! THE GAME STORE
TMA459087	June 7, 1996	Canada	 Calendar Club
TMA563844	June 20, 2002	Canada	CALENDAR CLUB
TMA681564	February 12, 2007	Canada	GO!THE GAME STORE

Pending Applications:

Serial Number	Application Date	Country	Trademark
77/300,714	October 10, 2007	United States	GO! GAMES
77/300,766	October 10, 2007	United States	GO! GAMES & TOYS
77/300,817	October 10, 2007	United States	GO! TOYS
1368690	October 23, 2007	Canada	GO! GAMES
1368691	October 23, 2007	Canada	GO! GAMES & TOYS
1368689	October 23, 2007	Canada	GO! TOYS