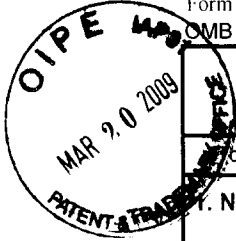


3/20/09

03-25-2009



103553866

to the Director of the U. S. Patent and

documents or the new address(es) below.

1. Name of conveying party(ies):

Crave Entertainment, Inc.

- Individual(s)
- General Partnership
- Corporation- State: California
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) February 10, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Fillpoint, LLC

Internal

Address:

Street Address: 200 Fillpoint Drive

City: Mechanicville

State: New York

Country: USA Zip: 12118

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other limited liability co

Citizenship Delaware
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/016,924 and 78/937,320

B. Trademark Registration No.(s)

3153809, 2716062,... see additional sheets

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

CRAVE ENTERTAINMENT, WORLD CHAMPIONSHIP CARDS, ATV QUAD POWER RACING,... see additional sheets

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Stephen G. Janoski

Internal Address: Suite 600

Street Address: 1300 19th Street, N.W.

City: Washington

State: D.C. Zip: 20036

Phone Number: 202-659-9076

Fax Number: 202-659-9344

Email Address: SGJdocketing@roylance.com

6. Total number of applications and registrations involved:

15

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 390.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

03/24/2009 NJAMA1 00000017 77016924
Deposit Account Number 18-2220

Authorized User Name 01 FC:8521
03 FC:0522

48.00 OP
350.00 OP

9. Signature:

[Signature]
Signature

March 20, 2009
Date

Stephen G. Janoski
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 003959 FRAME: 0585

**ITEM4A
ADDITIONAL SHEET
TRADEMARK APPLICATIONS**

<u>COUNTRY/TERRITORY</u>	<u>MARK</u>	<u>APPLICATION NO.</u>
UNITED STATES	CRAVE ENTERTAINMENT	77/016924
UNITED STATES	WORLD CHAMPIONSHIP CARDS	78/937320

ITEM4B
ADDITIONAL SHEET
TRADEMARK REGISTRATIONS

<u>COUNTRY/TERRITORY</u>	<u>MARK</u>	<u>REGISTRATION NO.</u>
UNITED STATES	ATV QUAD POWER RACING	3153809
UNITED STATES	BATTLE REALMS	2716062
UNITED STATES	CRAVE ENTERTAINMENT	2727385
UNITED STATES	CRAVE ENTERTAINMENT	2217428
UNITED STATES	CRAVE ENTERTAINMENT	2576393
UNITED STATES	CRAVE ENTERTAINMENT	2576394
UNITED STATES	CRAVE GAMES	3049176
UNITED STATES	FIGHT LIKE A MAN	2742788
UNITED STATES	PINBALL HALL OF FAME	3113665
UNITED STATES	STRIKE FORCE BOWLING	3083527
UNITED STATES	TOKYO XTREME RACING	2622862
UNITED STATES	TRIGGER MAN	3124394
UNITED STATES	WORLD CHAMPIONSHIP POKER	3071884

ASSIGNMENT

WHEREAS, Crave Entertainment, Inc., a California corporation with its principal address currently at 5000 Birch Street, Suite 6500, Newport Beach, California 92660, United States of America, and which principal address was formerly at 4 San Joaquin Plaza Drive, Suite 200, Newport Beach, California 92660, United States of America (hereinafter the "Assignor"), is the owner of rights, title and interest in and to the trademarks and/or service marks, including the corresponding applications and/or registrations thereof, listed in Schedules 1 through 4 hereto (hereinafter the "Marks"); and

WHEREAS, Fillpoint, LLC, a Delaware limited liability company with its principal address at 200 Fillpoint Drive, Mechanicville, New York 12118, United States of America (hereinafter the "Assignee"), desires to acquire all of Assignor's rights, title and interest in and to the Marks; and

NOW THEREFORE, for good and valuable consideration of at least but not less than One Hundred Dollars (US\$100.00), the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, effective as of the date February 10, 2009, all of Assignor's rights, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby and/or associated therewith, and this assignment which concerns and include one or more Marks that are or may be the subjects of applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which any such Marks that are the subjects of applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), specifically pertain.

[SIGNATURE PAGE FOLLOWS]

TRADEMARK

REEL: 003959 FRAME: 0588

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers and effective the day and year above stated.

ASSIGNOR

CRAVE ENTERTAINMENT, INC.

By: Rozanne Kokko

Name: ROZANNE KOKKO

Title: SVP / CEO

Signed and sworn to before me this 3 day of March, 2009.

STATE OF MICHIGAN)

COUNTY OF Carroll

Virginia Glass
Notary Public

My commission expires 2-19-2012

NOTARY SEAL

ASSIGNEE

FILLPOINT, LLC

By: Deborah Rockwood

Name: Deborah Rockwood

Title: Member

Signed and sworn to before me this 12 day of March, 2009.

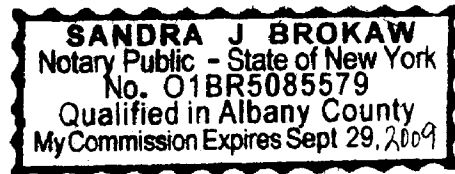
STATE OF NEW YORK)

COUNTY OF SARATOGA)

Sandra J. Brokaw
Notary Public

My commission expires 9-29-2009

NOTARY SEAL



SCHEDULE

<u>COUNTRY/TERRITORY</u>	<u>MARK</u>	<u>APPLICATION/REGISTRATION NO.</u>
UNITED STATES	ATV QUAD POWER RACING	3153809
UNITED STATES	BATTLE REALMS	2716062
UNITED STATES	CRAVE ENTERTAINMENT	2727385
UNITED STATES	CRAVE ENTERTAINMENT	2217428
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