

**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
THE GAME, LLC		03/29/2009	LIMITED LIABILITY COMPANY: ALABAMA

**RECEIVING PARTY DATA**

Name:	TO THE GAME, LLC
Street Address:	322 South Main Street
City:	Greenville
State/Country:	SOUTH CAROLINA
Postal Code:	29601
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Serial Number:	73578730	THE GAME
Serial Number:	73742222	THE GAME
Serial Number:	73651860	G
Serial Number:	73688766	
Serial Number:	74657689	
Serial Number:	74702988	
Serial Number:	78674516	
Serial Number:	77608822	

**CORRESPONDENCE DATA**

Fax Number: (202)530-1055  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-218-2100  
 Email: wolsen@fchs.com  
 Correspondent Name: FITZPATRICK, CELLA, HARPER & SCINTO

CH \$215.00 73578730

Address Line 1: 30 Rockefeller Plaza  
Address Line 2: 38th Floor  
Address Line 4: New York, NEW YORK 10112-3801

ATTORNEY DOCKET NUMBER:	01044.007000
NAME OF SUBMITTER:	Warren E. Olsen (Reg. No. 27,290)
Signature:	/warreneolsen/
Date:	04/07/2009

**Total Attachments: 3**

source=01044.07000 ASSIGNMENT 032909#page1.tif

source=01044.07000 ASSIGNMENT 032909#page2.tif

source=01044.07000 ASSIGNMENT 032909#page3.tif

## TRADEMARK AND SERVICE MARK ASSIGNMENT

This Trademark and Service Mark Assignment (this "Assignment") is effective as of March 29 2009, between The Game, LLC, an Alabama limited liability company ("Assignor"), and To The Game, LLC, a Georgia limited liability company ("Assignee").

In consideration of the mutual promises, covenants, and agreements contained in the Asset Purchase Agreement effective as of the date of this Assignment to which Assignor and Assignee are parties, Assignor and Assignee agree as follows:

1. Assignor hereby assigns, transfers, and conveys to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the registered trade names, registered service marks, registered trademarks, and pending trademark registration applications, which are more particularly listed on Schedule A attached to this Assignment (collectively, the "Trademarks"), including, without limitation, all goodwill of the business symbolized by the Trademarks.

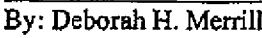
2. Assignor covenants that Assignor will do, execute, and deliver, or will cause to be done, executed, and delivered all such further acts or documentation for the better of assuring, assigning, conveying, transferring, granting, and confirming unto Assignee, Assignor's entire right, title, and interest in and to the Trademarks as Assignee may reasonably require.

3. This Assignment shall be construed in accordance with the laws of the State of Georgia, without regard to the principles of conflict of laws thereunder.

**The Game, LLC**

  
By: Klaus Flock  
Title: Manager

**To The Game, LLC**

  
By: Deborah H. Merrill  
Title: Vice-President, Chief Financial Officer  
and Treasurer

## TRADEMARK AND SERVICE MARK ASSIGNMENT

This Trademark and Service Mark Assignment (this "Assignment") is effective as of March \_\_, 2009, between The Game, LLC, an Alabama limited liability company ("Assignor"), and To The Game, LLC, a Georgia limited liability company ("Assignee").

In consideration of the mutual promises, covenants, and agreements contained in the Asset Purchase Agreement effective as of the date of this Assignment to which Assignor and Assignee are parties, Assignor and Assignee agree as follows:

1. Assignor hereby assigns, transfers, and conveys to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the registered trade names, registered service marks, registered trademarks, and pending trademark registration applications, which are more particularly listed on Schedule A attached to this Assignment (collectively, the "Trademarks"), including, without limitation, all goodwill of the business symbolized by the Trademarks.

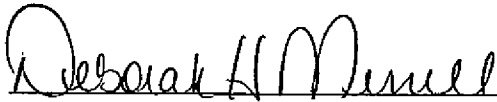
2. Assignor covenants that Assignor will do, execute, and deliver, or will cause to be done, executed, and delivered all such further acts or documentation for the better of assuring, assigning, conveying, transferring, granting, and confirming unto Assignee, Assignor's entire right, title, and interest in and to the Trademarks as Assignee may reasonably require.

3. This Assignment shall be construed in accordance with the laws of the State of Georgia, without regard to the principles of conflict of laws thereunder.

**The Game, LLC**

**To The Game, LLC**

\_\_\_\_\_  
By:  
Title:

  
\_\_\_\_\_  
By: Deborah H. Merrill  
Title: Vice-President, Chief Financial Officer  
and Treasurer

## SCHEDULE A

### UNITED STATES OF AMERICA MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME	1410919
THE GAME (script design)	1561018
G DESIGN (design)	1495869
CIRCLE DESIGN (design)	1489462
SPLIT-BAR DESIGN (design)	2275077
TWO-BAR DESIGN (design)	2576773
THREE-BAR DESIGN (design)	3564708
MISCELLANEOUS DESIGN (design)	77/608822

### CANADIAN MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME & G DESIGN (design)	424085

### CHINESE MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME & G DESIGN (design)	612830

### JAPANESE MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME & G DESIGN (design)	2693238

### MEXICAN MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME & G DESIGN (design)	442664

### NEW ZEALAND MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
THE GAME	227595