

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: 1			
Property Type	Number	Word Mark	
Registration Number:	3030061	G GIRL EXCLUSIVELY BY THE GAME	
CORRESPONDENCE DATA			
Fax Number:	(202)530-1055		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-218-2100		
Email:	wolsen@fchs.com		
Correspondent Name:	FITZPATRICK, CELLA, HARPER & SCINTO		
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/		

CH \$40.00 3030061

Date:

04/23/2009

Total Attachments: 1

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ASSIGNMENT

WHEREAS, THE GAME, LLC, an Alabama limited liability company with a place of business at 16 Downing Drive, Phenix City, AL 36869, has used in commerce and is owner of all business goodwill associated with the trademarks and representative federal registrations thereof, as follows:

G GIRL EXCLUSIVELY BY THE GAME (Reg No. 3030061)

WHEREAS, TO THE GAME, LLC, a Georgia limited liability company with its principal place of business at 322 South Main Street, Greenville, SC 29601 desires to acquire any and all rights of THE GAME, LLC associated with said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which being hereby acknowledged, THE GAME, LLC does hereby, assign, transfer and convey to TO THE GAME, LLC all of the worldwide right, title and interest of THE GAME, LLC in and to said trademarks, including any and all common law rights in said trademarks, federal, state or worldwide registrations covering said trademarks, all business goodwill symbolized by said Trademarks; and the right to sue for any past infringement of said trademarks.

Signed at Phenix City, Alabama, effective March 29, 2009.

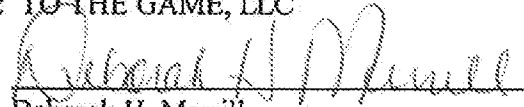
THE GAME, LLC

By:


KLAUS FLOCK, Its Manager

Accepted : TO-THE GAME, LLC

By:


Deborah H. Merrill,

Its Vice President, Chief Financial Officer and Treasurer