

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
DR Partners		06/16/2006	PARTNERSHIP: NEVADA
<b>RECEIVING PARTY DATA</b>			
Name:	Stephens Media LLC		
Street Address:	1111 West Bonanza Road		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89106		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	72276956	NIFTY NICKEL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(702)541-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(702)541-8200		
Email:	sgibson@gibsonlowry.com		
Correspondent Name:	Steven A. Gibson, Esq.		
Address Line 1:	Gibson Lowry Burris LLP		
Address Line 2:	7201 West Lake Mead Boulevard, Suite 503		
Address Line 4:	Las Vegas, NEVADA 89128		
ATTORNEY DOCKET NUMBER:	1527-001		
NAME OF SUBMITTER:	Steven A. Gibson, Esq.		
Signature:	/Steven A. Gibson/		
Date:	04/27/2009		

OP \$40.00 72276956

Total Attachments: 1

source=Signed NIFTY NICKEL Assignment#page1.tif

**ASSIGNMENT**

This Intellectual Property Assignment (the "Assignment") is made effective as of June 16, 2006 (the "Effective Date"), by DR Partners, a Nevada General Partnership ("DRP"), for the benefit of Stephens Media LLC, a Nevada limited liability Company ("Assignee").

DRP hereby contributes, conveys, transfers and assigns to Assignee, DRP's entire right, title, license and interest in, to and under the mark NIFTY NICKEL in Class 16, Serial Number: 72/276,956, Registration Number: 856,580 (the "Mark"), all trade secrets, copyrights and trade dress in and to any data, material, depictions, and with respect to all the foregoing right, title, license and interest, such contribution, conveyance, transfer and assignment shall further include, without limitation, all business interests and good will associated with and/or arising from the Mark, the right to sue and recover for any past and/or continuing infringements or contract breaches, with said right, title license and interest to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representations, as fully and entirely as the same would have been held and enjoyed by DRP is this contribution, conveyance, transfer and assignment had not been made.

IN WITNESS WHEREOF, DRP hereby executes this Assignment effective as of June 16, 2006.

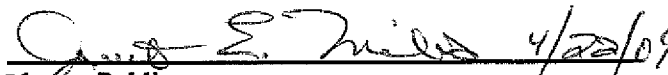
DR Partners, a Nevada General Partnership:  
By: Stephens Media Group, Inc., general partner



By: Mark A. Hinueber, Esq.  
Its: Vice President

STATE OF NEVADA       )  
COUNTY OF CLARK     )

Subscribed and sworn to before me this 22<sup>nd</sup> day of April, 2009.

  
Notary Public

My Commission Expires: \_\_\_\_\_

SEAL

