

09-15-2009



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Electronic Version v1.1  
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REC 9/18/09

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Collectable Promotional Products, Inc.		07/23/2009	CORPORATION: OKLAHOMA

RECEIVING PARTY DATA	
Name:	Disney Enterprises, Inc.
Street Address:	500 South Buena Vista Street
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91521
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2163023	REAL CARS

CORRESPONDENCE DATA	
Fax Number:	(818)848-6424
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(818) 560-2313
Email:	Trademarks@disney.com
Correspondent Name:	Brian A. Rupp
Address Line 1:	500 South Buena Vista Street
Address Line 2:	IP Department - Trademark Group
Address Line 4:	Burbank, CALIFORNIA 91521-0633

ATTORNEY DOCKET NUMBER:	CARS - DCP TMPROSECTUION
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NAME OF SUBMITTER:	/carolyngiron/
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Signature:	/Carolyn Giron/
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CH \$40.00 2163023

## ASSIGNMENT OF TRADEMARK

WHEREAS, COLLECTABLE PROMOTIONAL PRODUCTS, INC., an Oklahoma corporation having a principal place of business at 3519 Apache Drive, Woodward, Oklahoma, 73801 ("ASSIGNOR"), has adopted and used the following trademark ("Logo") which is registered in the United States Patent and Trademark Office as follows:

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
	2163023	June 9, 1998

Further, ASSIGNOR has adopted and used the word mark REAL CARS on a common law basis ("Word Mark"). The Logo and Word Mark are collectively referred to herein as the MARK.

WHEREAS, DISNEY ENTERPRISES, INC., a Delaware corporation having a place of business at 500 South Buena Vista Street, Burbank, California 91521 ("ASSIGNEE") is desirous of acquiring the MARK and the registration therefore.

NOW, THEREFORE, in consideration of One Dollars (\$1.00) and other good and valuable consideration, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to the MARK and said registration and all common law rights thereto, together with the goodwill of the business symbolized by the MARK and said registration, and including (but not by way of limitation) the right to sue and recover and collect damages for past infringements and other violations thereof.

This Agreement is effective as of July 23, 2009

COLLECTABLE PROMOTIONAL PRODUCTS, INC

BY: [Signature]  
Lea Knight, President

**Acknowledgement**

STATE OF Oklahoma )  
 )  
COUNTY OF Oklahoma )

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This instrument was acknowledged before me on August 11<sup>th</sup>, 2009 by Lea Knight as President of Collectable Promotional Products, Inc.

[Signature]  
Notary Public

My Commission Expires: 10/2/2011

