

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
PlayMotion, Inc.		06/30/2009	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Credit Managers Association of California		
Street Address:	40 E VERDUGO AVE		
City:	BURBANK		
State/Country:	CALIFORNIA		
Postal Code:	91502		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3106580	PLAYMOTION	
CORRESPONDENCE DATA			
Fax Number:	(650)812-3444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 812-3400		
Email:	shernandez@carrferrell.com, jscher@carrferrell.com		
Correspondent Name:	Jefferson F. Scher		
Address Line 1:	2200 Geng Road		
Address Line 4:	Palo Alto, CALIFORNIA 94303		
ATTORNEY DOCKET NUMBER:	T-2583 US		
NAME OF SUBMITTER:	Jefferson F. Scher		
Signature:	/Jefferson F. Scher/		
Date:	11/17/2009		

OP \$40.00 3106580

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, PlayMotion, Inc., a Georgia Corporation ("Seller"), is the current owner of United States trademark registration number 3,106,580 for the PLAYMOTION trademark, having succeeded to all rights previously held in said registration by PlayMotion LLC,

WHEREAS, Credit Managers Association of California, a California corporation ("Buyer"), is desirous of acquiring said trademark(s) and registration(s), and related names and marks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Seller does hereby assign unto Buyer all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the PLAYMOTION mark, and all other names and marks similar to or based upon the PLAYMOTION mark it has used ("PLAYMOTION Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the PLAYMOTION Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Seller has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

PlayMotion, Inc.

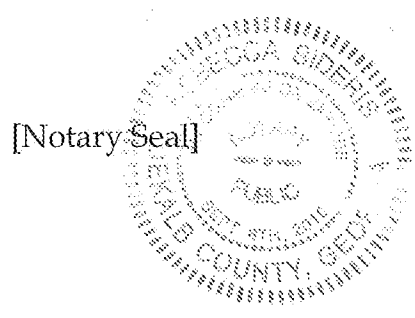
Signed at Atlanta, GA

this 20 day of June, 2009.

By: Suzanne Roberts

Name: Suzanne Roberts

Title: President



[Notary Seal]