

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
Pro Player Brands, Inc.		03/30/2009	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	PEI Licensing, Inc.		
Street Address:	3000 N.W. 107th Avenue		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33172		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77232881	PRO PLAYER	
CORRESPONDENCE DATA			
Fax Number:	(212)801-6400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.801.9200		
Email:	nytmkt@gtlaw.com		
Correspondent Name:	G. Roxanne Elings, C/O Greenberg Traurig		
Address Line 1:	200 Park Avenue		
Address Line 4:	New York, NEW YORK 10166		
NAME OF SUBMITTER:	G. Roxanne Elings		
Signature:	/GRE/		
Date:	11/20/2009		

Total Attachments: 2
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 REEL: 004099 FRAME: 0964**

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TRADEMARK ASSIGNMENT

WHEREAS, Pro Player Brands, Inc. ("PPB"), a corporation organized and existing under the laws of the state of Florida, having a place of business at 16085 N.W. 52nd Avenue, Miami, Florida 33014 ("Assignor"), is the sole owner of all right, title, and interest in and to the trademarks identified in Schedule A attached hereto (the "Trademarks");

WHEREAS, PEI Licensing, Inc. ("PEI"), a corporation organized and existing under laws of the state of Delaware, having a place of business at 3000 N.W. 107th Avenue, Miami, Florida 33172 ("Assignee"), is acquiring all right, title, and interest in and to the Trademarks and all of the goodwill associated with the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee its entire right, title and interest in and to the Trademarks, together with that part of the goodwill of the business connected with and symbolized by the Trademarks.

Dated: March 30, 2009

PRO PLAYER BRANDS, INC.

By: 

Name: KEVIN FRISHA

Title: Pres

SCHEDULE A

US TRADEMARK APPLICATION NO. 77/232881 for PRO PLAYER