

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

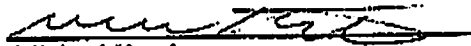
SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Michael Hendry		04/08/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Winery Exchange, Inc.		
<b>Street Address:</b>	500 Redwood Blvd., Suite 200		
<b>City:</b>	Novato		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94947		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78660997	GAME DAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-983-1274		
<b>Email:</b>	rburlingame@pillsburylaw.com		
<b>Correspondent Name:</b>	Robert B. Burlingame		
<b>Address Line 1:</b>	P.O. Box 7880		
<b>Address Line 2:</b>	Calendar/Docketing Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94120-7880		
<b>ATTORNEY DOCKET NUMBER:</b>	063914-0385672/RBB		
<b>NAME OF SUBMITTER:</b>	Robert B. Burlingame		
<b>Signature:</b>	/Robert B. Burlingame/		
<b>Date:</b>	04/08/2010		

CH \$40.00 78660997

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Michael Hendry ("Assignor")**, an individual U.S. citizen with an address at 5548 Coldwater Creek Court, Baton Rouge, LA 70808, hereby conveys, transfers and assigns to **Winery Exchange, Inc. ("Assignee")**, a California corporation with an address at 500 Redwood Blvd., Suite 200, Novato, CA 94947, effective as of the date hereof, all of Assignor's right, title and interest in and to the name and trademark **GAME DAY** (including the U.S. Trademark Application No. 78660997 therefor), and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

  
Michael Hendry

Date: 4/8/10

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