

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
River West Brands LLC		06/17/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Coleco Entertainment Corporation		
Street Address:	831 Tennent Road		
Internal Address:	Suite 1-E		
City:	Manalapan		
State/Country:	NEW JERSEY		
Postal Code:	07726		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3308186	ELECTRONIC QUARTERBACK	
CORRESPONDENCE DATA			
Fax Number:	(312)803-9602		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-698-8971		
Email:	docket@tolpinlaw.com		
Correspondent Name:	Brett M. Tolpin		
Address Line 1:	11 S. LaSalle Street		
Address Line 2:	Suite 2900		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	CEC-00002		
NAME OF SUBMITTER:	Brett M. Tolpin		
Signature:	/BMT/		

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REEL: 004227 FRAME: 0845

Date:

06/18/2010

Total Attachments: 1

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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, River West Brands LLC, a Delaware Limited Liability Company, having its principal place of business at 141 West Jackson Boulevard, Suite 3620, Chicago, IL 60604 (hereinafter referred to as the Assignor), warrants that it is the owner of the following:

U.S. Trademark Registration No. 3308186 for ELECTRONIC QUARTERBACK in class 28

WHEREAS, Coleco Entertainment Corporation, a Delaware Limited Liability Company having its principal place of business at 831 Tennent Rd. Suite 1-E Manalapan, NJ 07726 (hereinafter referred to as the Assignee), is desirous of acquiring all rights, title, and interest in and to said U.S. and worldwide Trademark Applications and Registrations, including all common law rights (together, the "IP").

WHEREAS, in consideration for this assignment are those terms in the representation agreement and now therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, hereby sells, assigns, and transfers unto Assignee all rights, title, and interest in and to said IP, together with the goodwill of the business symbolized by the above-identified trademark registrations and the business associated therewith.

June 17, 2010

By: 
Mark Thomann
Chief Executive Officer
River West Brands LLC