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D: NORMAN H. ZIVIN C/O COOPER &amp; DUNHAM LLP COMPANY: 30 ROCKEFELLER PLAZA

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

07/06/2011  
900196272

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DONRUSS PLAYOFF, L.P.		07/01/2011	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	PANINI AMERICA, INC.		
Street Address:	2300 E. Randol Mill Road		
City:	Arlington		
State/Country:	TEXAS		
Postal Code:	76011		
Entity Type:	CORPORATION: <b>DELAWARE</b>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2487540	PRIVATE SIGNINGS	
CORRESPONDENCE DATA			
Fax Number:	(212)391-0525		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-278-0400		
Email:	nzivin@cooperdunham.com		
Correspondent Name:	Norman H. Zivin c/o COOPER & DUNHAM LLP		
Address Line 1:	30 Rockefeller Plaza		
Address Line 2:	20th Floor		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	5061/63296		
NAME OF SUBMITTER:	Norman H. Zivin		
Signature:	/norman h. zivin/		
Date:	07/06/2011		

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TRADEMARK ASSIGNMENT

WHEREAS, DONRUSS PLAYOFF, L.P., a Delaware limited partnership whose general partner is Donruss, LLC a Delaware limited liability company, is the owner of the following trademarks and registrations therefor in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
PRIVATE SIGNINGS	2,487,540	September 11, 2001

WHEREAS, PANINI AMERICA, INC., having a place of business at 2300 E. Randol Mill Road, Arlington, Texas 76011, is desirous of acquiring the marks and the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

DONRUSS PLAYOFF, L.P., hereby sells, assigns and transfers nunc pro tunc effective as of February 28, 2009, to PANINI AMERICA, INC., and its successors and assigns, all right, title and interest in and to the marks, together with the goodwill of the business symbolized by the marks, and the right to sue for past infringement thereof.

Dated: 7/11, 2011

DONRUSS PLAYOFF, L.P.  
A Delaware limited partnership

By: DONRUSS, LLC  
a Delaware limited liability  
company, its General Partner

By: [Signature]

Name: Jim Dryden

Title: VP

TRADEMARK

RECORDED: 07/14/2011

REEL: 004583 FRAME: 0465