

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
Eric Halvdan Walker		05/03/2006	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zizzle, LLC		
<b>Street Address:</b>	1500 South Lakeside Drive		
<b>City:</b>	Bannockburn		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60015		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2949458	IZZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)269-1747		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-269-8000		
<b>Email:</b>	amcshane@ngelaw.com		
<b>Correspondent Name:</b>	Antony J. McShane		
<b>Address Line 1:</b>	Two North LaSalle Street		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60602		
<b>ATTORNEY DOCKET NUMBER:</b>	010102-0701		
<b>NAME OF SUBMITTER:</b>	Antony J. McShane		
<b>Signature:</b>	/Antony J. McShane/		
<b>Date:</b>	05/18/2006		

CH \$40.00 2949458

Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective the 3 day of May, 2006, by and between Zizzle LLC, an Illinois Limited Liability Company, having a place of business in Bannockburn, Illinois ("Assignee"), and Eric Halvdan Walker, an individual, residing in Annapolis, Maryland ("Assignor").

WHEREAS, Assignor has a United States federal trademark registration for the trademark IZZ in connection with stickers, playing cards, trading cards and flash cards, Registration No. 2,949,458, registered May, 10, 2005 (the "Mark").

WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Mark he may have to Assignee, including the corresponding Registration No. 2,949,458, all common law rights in the Mark, and any goodwill of the business associated therewith; and

WHEREAS, Assignee is desirous of obtaining all right, title and interest in and to the Mark that Assignor may have, including the corresponding Registration No. 2,949,458, all common law rights in the Mark, and any goodwill of the business associated therewith.

NOW THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to Assignee, all right, title and interest in and to the Mark that Assignor may have, including without limitation: (i) the corresponding Registration No. 2,949,458, (ii) all common law rights in the Mark; (iii) any goodwill of the business associated with and symbolized by the Mark; (iv) the right to further assign and/or to license any and all right, title and interest in and to the Mark; and (v) the right to sue and collect damages for past infringement of the Mark by any third party.

Eric Halvdan Walker

By: 

Date: May 03, 2006

NGEDOCs: 1282303.1