

**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>
Roughrider Entertainment, Inc.		10/03/2006	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ruff Ryders Entertainment, Inc.		
<b>Street Address:</b>	33 South Broadway		
<b>City:</b>	Yonkers		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10701-3706		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	75479939	ROUGHHRIDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)395-6115		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(310) 395-6100		
<b>Email:</b>	williamjseiter@seiterandco.com		
<b>Correspondent Name:</b>	William J. Seiter		
<b>Address Line 1:</b>	220 26th Street, Suite 202		
<b>Address Line 4:</b>	Santa Monica, CALIFORNIA 90402		
<b>NAME OF SUBMITTER:</b>	William J. Seiter		
<b>Signature:</b>	/wjs/		
<b>Date:</b>	10/13/2006		

OP \$40.00 75479939

Total Attachments: 2  
 source=Deed of Trademark Assignment (US TM App 75479939)#page1.tif



**DEED OF TRADEMARK ASSIGNMENT**

TO ALL IT MAY CONCERN, effective November 25, 2006 be it known that for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Roughrider Entertainment, Inc., a California corporation, having its principal place of business at P.O. Box 56742, Sherman Oaks, CA 91413 hereby sells, assigns and transfers on a quitclaim basis to Ruff Ryders Entertainment, Inc., a New York corporation, having its principal place of business at 33 South Broadway, Yonkers, NY 10701-3706, its successors and assigns, the entire right, title and interest in and to the trademark ROUGHRIDER in the United States, its territories and possessions, the goodwill of the business associated with the said trademark and including the following trademark application therefor:

<u>Trademark</u>	<u>U.S. Application No.</u>	<u>App. Date</u>
ROUGHRIDER	S.N. 75/479939	May 5, 1998

Roughrider Entertainment, Inc. disclaims any representation or indemnity that the ROUGHRIDER trademark is free from any third party claims of infringement or superior title and Ruff Ryders Entertainment, Inc. agrees to accept the assignment of trademark rights in the ROUGHRIDER trademark on an "as is" quitclaim basis, waiving any claim for a warranty from Roughrider as to its validity.

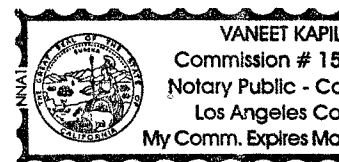
By: [Signature]  
Title: President

October 3, 2006

ID from CA Driver  
LIC & Notary is on  
Attached Sheet

**NOTARIZATION**

Exhibit "A"

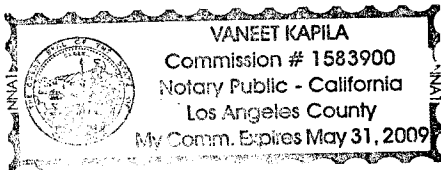


**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California }  
County of Ventura } ss.

On Oct. 3<sup>rd</sup>, 2006 before me, Vaneet Kapila, Notary Public  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")  
personally appeared John Ronald R McCullough  
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Vaneet Kapila  
Signature of Notary Public

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Deed Trademark Assignment

Document Date: Oct 3<sup>rd</sup>, 2006 Number of Pages: one

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer**

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): Vaneet 10/3/06 Presd
- Partner —  Limited  General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER**

Top of thumb here

