

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
Shook Book Publishing, Ltd.		10/17/2006	LIMITED LIABILITY COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	The Winner's Circle LLC		
Street Address:	5761 Paddington Way		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33496		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2879536	THE WINNER'S CIRCLE	
CORRESPONDENCE DATA			
Fax Number:	(614)575-2149		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	614/575-2100		
Email:	dbright@ohiopatent.com		
Correspondent Name:	Frank H. Foster		
Address Line 1:	7632 Slate Ridge Blvd.		
Address Line 4:	Reynoldsburg, OHIO 43068		
ATTORNEY DOCKET NUMBER:	SHOKF 100		
NAME OF SUBMITTER:	Frank H. Foster, Reg. No. 24,560		
Signature:	/Frank H. Foster/		
Date:	11/02/2006		

OP \$40.00 2879536

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Shook Book Publishing, Ltd. (hereinafter called the Assignor), a Limited Liability Company of the State of Ohio, having a place of business at 5761 Paddington Way, Boca Raton, Florida 33496, has adopted, used, not abandoned, and is using the following trademark and is the owner of the following trademark and trademark registration:

<u>Mark</u>	<u>U.S. Reg. No.</u>	<u>Issue Date</u>
THE WINNER'S CIRCLE	2,879,536	08/31/2004

AND WHEREAS, The Winner's Circle LLC (hereinafter called the Assignee), a Limited Liability Company of the State of Florida, having a place of business at 5761 Paddington Way, Boca Raton, Florida 33496, is desirous of acquiring the entire right, title and interest in the same, including all the rights described below.

NOW, THEREFORE, in consideration of the premises and of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, the Assignor hereby sells, assigns and transfers unto the Assignee, its successors and assigns, its entire right, title and interest in and to said marks, including all rights arising under common law and by statute, including all rights of priority, and including all other applications or registrations for the above trademarks which have been filed, issued or shall be issued in Canada, Mexico, Europe, and all other foreign countries; including all goodwill of the business in connection with which said marks are used, together with all rights and privileges pertaining to said marks, including all rights of recovery for past

infringement and renewal of registrations thereof for subsequent terms, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully as the same would have been held and enjoyed by the Assignor had this sale, assignment and transfer not been made.

IN WITNESS WHEREOF, Assignor has hereunto set its hand.

Shook Book Publishing, Ltd

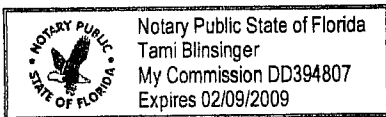
10-17-06
Date of Signature

Robert J. Shook
Robert J. Shook

State of Florida :
:SS
County of Palm Beach :

Before me this 17 day of October, 2006, personally appeared before me Robert J. Shook, known to be the person who is described in and who executed the above instrument, and acknowledged to me that he executed the same of his own free will for the purpose therein set forth.

Tami Blinsinger
NOTARY PUBLIC



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