

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Registered Trademark		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kerry Comstock		01/13/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Breast Cancer Research Foundation		
Street Address:	60 East 56th Street, 8th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	not-for-profit corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2810317	ROLL THE DICE. BEAT THE ODDS.	
CORRESPONDENCE DATA			
Fax Number:	(212)310-8007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	lynda.braun@weil.com, beth.akers@weil.com		
Correspondent Name:	Lynda M. Braun		
Address Line 1:	Weil Gotshal & Manges LLP		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	99995-1258 L. BRAUN		
NAME OF SUBMITTER:	Lynda M. Braun		
Signature:	/Lynda M. Braun/		
Date:	01/20/2010		
Total Attachments: 2			

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ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as and from January 13, 2010 from Kerry Comstock, an individual who is a citizen of the United States (hereinafter the "ASSIGNOR"), to The Breast Cancer Research Foundation, a not-for-profit corporation organized and existing under the laws of the State of New York, whose address is 60 East 56th Street, 8th Floor, New York, New York 10022 (hereinafter the "ASSIGNEE"):

WITNESSETH THAT

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark Registration No. 2,810,317 for ROLL THE DICE. BEAT THE ODDS. registered in the United States Patent and Trademark Office on February 3, 2004, and in and to the goodwill of the business relating thereto;

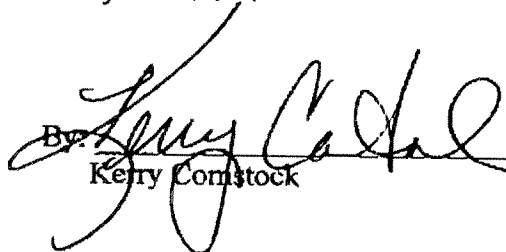
WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademark and registration identified above, together with the goodwill of the business appertaining to and symbolized by said trademark and wishes also to acquire all right, title and interest in and to the said registration of said trademark;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and registration therefore, including without limitation, the registration

identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument
this B day of January, 2010.

Kerry Comstock

By: 
Kerry Comstock