

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
Mock Draft Central, LLC		01/05/2010	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	Roto Sports, Inc.		
Street Address:	20 29th Avenue		
Internal Address:	Suite 304		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3025730	MOCK DRAFT CENTRAL	
Registration Number:	3025731	MOCK DRAFT CENTRAL	
CORRESPONDENCE DATA			
Fax Number:	(608)258-7138		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	608-255-4440		
Email:	ekenrick@whdlaw.com		
Correspondent Name:	Whyte Hirschboeck Dudek, G. Cleveland		
Address Line 1:	33 East Main Street		
Address Line 2:	Suite 300		
Address Line 4:	Madison, WISCONSIN 53703-4655		
ATTORNEY DOCKET NUMBER:	28965-0001		
NAME OF SUBMITTER:	Gretchen E. Cleveland		

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TRADEMARK
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Signature:	/Gretchen E. Cleveland/
Date:	05/12/2011
Total Attachments: 3 source=ROTOSPORTassign#page1.tif source=ROTOSPORTassign#page2.tif source=ROTOSPORTassign#page3.tif	

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is entered into on January 5, 2010 ("Effective Date") between Roto Sports, Inc., a California corporation qualified to do business in Wisconsin ("Assignee"), and Mock Draft Central, LLC, a Michigan limited liability company ("Assignor").

RECITALS

- A. Assignor is the owner of the MOCK DRAFT CENTRAL and MOCK DRAFT CENTRAL (& Design) trademarks, U.S. Registration Nos. 3,025,730 and 3,025,731, and all common law rights and goodwill related thereto ("Trademarks").
- B. Assignee desires to acquire the Trademarks, and Assignor desires to transfer the Trademarks according to the terms of this Assignment.

AGREEMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Transfer. Assignor does hereby assign and transfer to Assignee all of its right, title and interest in and to the Trademarks, including the federal trademark registrations, common law rights, and the good will of the business symbolized by said Trademarks, together with all rights and privileges related thereto, including the right to sue and recover for any past, present and future infringement and all other rights held by Assignor prior to this Assignment. Assignor agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.
2. Acceptance. Assignee hereby accepts the assignment described in section 1 and assumes all ownership, rights, liabilities and obligations in connection with such assignment.
3. Assignor's Representations and Warranties. Assignor represents and warrants that: (i) all of the Trademarks are valid and subsisting; (ii) Assignor is the sole and exclusive owner of, and has good and marketable title to, all of the Trademarks, free and clear of all encumbrances; (iii) use of the Trademarks in the conduct of the Assignor's business and in Assignee's subsequent business does not and will not conflict with the rights of others; (iv) there are no licenses, agreements, or commitments outstanding or effective granting any other person or entity any right to use, operate under, license or sublicense, or otherwise concerning, the Trademarks; and (v) Assignor has not received any notice or claim that any of the Trademarks infringe upon or conflict with the rights of any other person, and to the best knowledge of Assignor, there is no material infringement or violation by any other person of the Assignor's rights in the Trademarks. Assignor shall indemnify and hold Assignee harmless from and against any and all liability, loss, damage, cost, and expense (including reasonable attorneys' fees) by reason of any allegation, claim, action, suit or threat thereof, arising out of or relating to (i) any breach of these

representations and warranties, or (ii) Assignor's actions or omissions in relation to the Trademarks prior to this Assignment.

Assignor has executed this Assignment by its proper officers thereunto duly authorized, as of the date above first written.

MOCK DRAFT CENTRAL, LLC

ROTO SPORTS, INC.

By: Jason Pliml, President

By: Peter Schoenke, President

ACKNOWLEDGEMENTS

STATE OF Mich.)
) SS
COUNTY OF Kent)

On this 5th day of JAN., 2010, before me, a notary public, in and for said County, personally appeared Jason Pliml, President of Mock Draft Central, LLC, to me known to be the person described in and who executed the within instrument and acknowledged the same to be the free act and deed of Mock Draft Central, LLC.

ELISA BERGONZONI
Notary Public, State of Michigan
County of Kent
My Commission Expires Feb. 25, 2014
Acting in the County of _____

Elisa Bergonzoni
Notary Public, State of Michigan
My Commission: 2/25/2014

STATE OF _____)
) SS
COUNTY OF _____)

On this _____ day of _____, 2010, before me, a notary public, in and for said County, personally appeared Peter Schoenke, President of Roto Sports, Inc., to me known to be the person described in and who executed the within instrument and acknowledged the same to be the free act and deed of Roto Sports, Inc.

Notary Public, State of Wisconsin
My Commission: _____