

TRADEMARK ASSIGNMENT

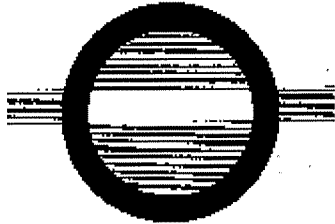
Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Russell Asset Management, Inc.		07/23/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Game, LLC		
Street Address:	2711 Crawford Road		
City:	Phenix City		
State/Country:	ALABAMA		
Postal Code:	36867		
Entity Type:	LIMITED PARTNERSHIP:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1489462		
CORRESPONDENCE DATA			
Fax Number:	(770)951-0933		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	770-933-9500		
Email:	lara.obrien@tkhr.com		
Correspondent Name:	Thomas, Kayden, Horstemeyer & Risley		
Address Line 1:	100 Galleria Parkway, N.W.		
Address Line 2:	Suite 1750, Attn: James W. Kayden		
Address Line 4:	Atlanta, GEORGIA 30339-5948		
ATTORNEY DOCKET NUMBER:	80705-9010 THE GAME LLC		
NAME OF SUBMITTER:	Lara L. O'Brien		
Total Attachments: 1 source=_0727101616_001#page1.tif			

CH \$40.00 1489462

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, RUSSELL ASSET MANAGEMENT, INC., a Delaware corporation, having an address of 103 Foulk Road, Suite 101, Wilmington, Delaware 19803, (hereinafter ASSIGNOR) adopted and used the mark



which is registered in the United States Patent and Trademark Office, on the Principal Register, Registration No.: 1,489,462, dated May 24, 1988;

WHEREAS, THE GAME, LLC, a limited partnership, having an address of 2711 Crawford Road, Phenix City, Alabama 36867 (hereinafter ASSIGNEE) is desirous of acquiring said mark and the registration thereof;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Christopher M. Champion
Signed: _____
Title: Christopher M. Champion
Vice President & Secretary

7/23/04
Date

State of Georgia)
)
County of Cobb)
)
United States of America)

On this 23 day of July 2004, before me appeared Christopher M. Champion, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of ASSIGNOR.

Jeanne M. Maynard
Notary Public
