

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
John Rich & Sons Investment Holding Company		12/28/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	300 Delaware Avenue		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0529323	SAFTBAK	
CORRESPONDENCE DATA			
Fax Number:	(412)562-1041		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-562-1893		
Email:	cremonesevj@bipc.com		
Correspondent Name:	Bryan H. Opalko		
Address Line 1:	301 Grant Street		
Address Line 2:	20th Floor		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219		
NAME OF SUBMITTER:	Bryan H. Opalko		
Signature:	/Bryan H. Opalko/		
Date:	01/04/2005		

CH \$40.00 0529323

Total Attachments: 1
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EXHIBIT B
TRADEMARK ASSIGNMENT AGREEMENT

THIS IS A TRADEMARK ASSIGNMENT having an effective date of December 28, 2004, between JOHN RICH & SONS INVESTMENT HOLDING COMPANY, a Delaware corporation ("Assignor") located at 103 Foulk Road, Suite ²⁰⁰~~200~~, Wilmington, Delaware 19803, and AMERICAN SPORTS LICENSING, INC., a Delaware corporation ("Assignee") located at 300 Delaware Avenue, Wilmington, Delaware, 19801.

WHEREAS, Assignor is the owner of that certain trademark registered with the United States Patent and Trademark Office at Registration No. 529,323, registered August 22, 1950 for the mark "SAFTBAK" stylized letters (the "Trademark");

WHEREAS, pursuant to the Asset Purchase Agreement dated as of December 28, 2004 (the "Purchase Agreement"), Assignor has agreed to assign and otherwise transfer, and Assignee has agreed to accept, said Trademark, including the goodwill associated therewith, and the registration thereof;

NOW, THEREFORE, for consideration previously provided and hereby acknowledged (including, without limitation, the Cash Payment and Purchase Amount as defined in the Purchase Agreement), and intending to be legally bound hereby, Assignor hereby transfers to Assignee all right, title and interest in and to the Trademark, the goodwill associated therewith and the registration thereof and further including the right to sue for and recover for past damages.

IN WITNESS WHEREOF, the undersigned Assignor has caused this Trademark Assignment to be executed as of the effective date set forth above.

JOHN RICH & SONS INVESTMENT HOLDING COMPANY

By: Pamela A. Jasinski
Name: Pamela A. Jasinski
Title: President

State of Delaware :

County of New Castle :

ss:

On this 21 day of Dec, 2004, before me personally came Pamela Jasinski to me known, who being duly sworn, did depose and say that he/she is President of JOHN RICH & SONS INVESTMENT HOLDING COMPANY, and that he/she executed the above assignment on behalf of said corporation with authority to do so.

Linda L. Carney
Notary Public

