

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
Harmon Stores, Inc.	FORMERLY Nash Stores, Inc.	10/19/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Player's World, Inc.		
Street Address:	155 Elizabeth Cove		
City:	Roswell		
State/Country:	GEORGIA		
Postal Code:	30075		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2059409		
CORRESPONDENCE DATA			
Fax Number:	(608)831-2106		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6088280722		
Email:	cf@dewittross.com		
Correspondent Name:	Craig A. Fieschko		
Address Line 1:	8000 Excelsior Drive, Suite 400		
Address Line 4:	Madison, WISCONSIN 53717-1914		
NAME OF SUBMITTER:	Craig A. Fieschko		
Signature:	/craigfieschko/		
Date:	03/02/2005		
Total Attachments: 1			
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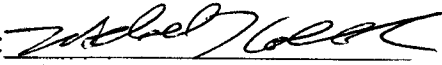

OP \$40.00 2059409

ASSIGNMENT

This Agreement is between Harmon Stores, Inc. (formerly known as Nash Stores, Inc.), a Delaware corporation, having a principal place of business at 650 Liberty Avenue, Union, New Jersey 07083, ("Assignor") and Player's World, Inc., a Georgia corporation, having a place of business at 155 Elizabeth Cove, Roswell, GA 30075 ("Assignee").

For good and valuable consideration the receipt and exchange of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademark EARTH AND GOLF BALL LOGO including but not limited to United States Service Mark Registration No. 2,059,409 and all the goodwill associated with the EARTH AND GOLF BALL LOGO mark. This Assignment further includes the right to collect damages for past infringement.

Assignee releases, acquits and forever absolutely discharges Assignor and Assignor's parents, subsidiaries, affiliates, divisions, successors, assigns, agents, attorneys, officers, directors, employees and stockholders, of and from all manner of actions, causes of actions, suits, claims, controversies, covenants of any kind, known or unknown, in connection with issues arising out of use or ownership of the EARTH AND GOLF BALL LOGO mark.

Harmon Stores, Inc. By:  Printed Name: Michael Callahan Title: Vice President Date: October 19, 2004	Player's World, Inc. By:  Printed Name: Andrew H. Flink Title: President Date: October 18 th , 2004
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