

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
Playoff Corporation		12/04/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Donruss Playoff L.P.		
Composed Of:	COMPOSED OF Donruss LLC, its sole general partner		
Street Address:	2300 E. Randol Mill Road		
City:	Arlington		
State/Country:	TEXAS		
Postal Code:	76011		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2021051	ROOKIE ROLL CALL	
CORRESPONDENCE DATA			
Fax Number:	(212)391-0630		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-278-0400		
Email:	nzivin@cooperdunham.com		
Correspondent Name:	Norman H. Zivin		
Address Line 1:	1185 Ave. of the Americas		
Address Line 2:	Suite 2300		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	64010		
NAME OF SUBMITTER:	Norman H. Zivin		
Signature:	/Norman H. Zivin/		

CH \$40.00 2021051

Date:

12/04/2006

Total Attachments: 1

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WHEREAS, PLAYOFF CORPORATION, a corporation of the State of Texas, is the owner of the following trademark and registration therefore in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
ROOKIE ROLL CALL	2,021,051	December 3, 1996


WHEREAS, DONRUSS PLAYOFF L.P., a Delaware limited partnership, comprised of Donruss LLC, its sole general partner, having a place of business at 2300 E. Randol Mill Road, Arlington, Texas 76011, is desirous of acquiring all rights in the mark and the registration therefore;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

PLAYOFF CORPORATION, hereby sells, assigns and transfers to DONRUSS PLAYOFF L.P., and its successors and assigns, all right, title and interest in and to the mark, together with the goodwill of the business symbolized by the mark, and the right to sue for past infringement thereof.

PLAYOFF CORPORATION

Dated: 12-4, 2006

By: 
 Name: Tim Dryden
 Title: VP