

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
4090110 Canada Inc.		08/08/2007	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Activa Global Sports & Entertainment, LLC		
Street Address:	27 Hubble Drive		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2828616	ACTIVA	
CORRESPONDENCE DATA			
Fax Number:	(949)475-4754		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-451-3800		
Email:	dsegal@gibsondunn.com		
Correspondent Name:	David A. Segal		
Address Line 1:	3161 Michelson Drive		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	92800-00002		
NAME OF SUBMITTER:	David A. Segal		
Signature:	/david a. segal/		
Date:	07/03/2008		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into effective August 8, 2007 (the "Effective Date"), by and between 4090110 Canada Inc., a Canada corporation ("Assignor"), and Activa Global Sports & Entertainment, LLC, a California limited liability company with a business address of 27 Hubble Drive, Irvine, California 92618 ("Assignee").

1.0 Assignment.

1.1 In consideration of and exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells, transfers and sets over unto Assignee its entire right, title and interest in and to U.S. Trademark Registration No. 2,828,616 for the ACTIVA mark, including without limitation all common-law rights, throughout the world, together with the associated goodwill (the "Trademark"), and all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

1.2 Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to said Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

2.0 Miscellaneous.

2.1 This Assignment shall be governed by, and construed and enforced in accordance with the laws of the State of California and the federal laws of the United States, without reference to principles of conflicts of law that might cause the laws of any other jurisdiction to apply.

IN WITNESS WHEREOF, the undersigned, being the duly authorized representative of the Assignor, has executed this Assignment below effective as of the Effective Date.

4090110 CANADA INC.

By: Anita Wortzman
Name: Anita Wortzman
Title: Corporate Secretary

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