Form 5500

Department of the Treasury
Internal Revenue Service

Department of Labor
Employee Benefits Security Administration

Pension Benefit Guaranty Corporation

Annual Return/Report of Employee Benefit Plan

This form is required to be filed for employee benefit plans under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and sections 6047(e), and 6058(a) of the Internal Revenue Code (the Code).

▶ **Complete all entries in accordance with the instructions to the Form 5500.**

OMB Nos. 1210-0110
1210-0089

2009

This Form is Open to Public Inspection

Part I Annual Report Identification Information

For calendar plan year 2009 or fiscal plan year beginning 01/01/2009 and ending 12/31/2009

A This return/report is for:
- [ ] a multiemployer plan;
- [ ] a multiple-employer plan; or
- [X] a single-employer plan;
- [ ] a DFE (specify) ____

B This return/report is:
- [ ] the first return/report;
- [ ] the final return/report;
- [ ] an amended return/report;
- [ ] a short plan year return/report (less than 12 months).

C If the plan is a collectively-bargained plan, check here. . . . . ▶ [ ]

D Check box if filing under:
- [X] Form 5558;
- [ ] automatic extension;
- [ ] the DFVC program;
- [ ] special extension (enter description)

Part II Basic Plan Information—enter all requested information

1a Name of plan
THE UPPER DECK COMPANY 401(K) PLAN

1b Three-digit plan number (PN) ▶ 001

1c Effective date of plan 07/01/2004

2a Plan sponsor's name and address (employer, if for a single-employer plan) (Address should include room or suite no.)
THE UPPER DECK COMPANY

5909 SEA OTTER PLACE
CARLSBAD, CA 92010

5909 SEA OTTER PLACE
CARLSBAD, CA 92010

2b Employer Identification Number (EIN)
20-0379590

2c Sponsor's telephone number
760-929-3532

2d Business code (see instructions)
339900

Caution: A penalty for the late or incomplete filing of this return/report will be assessed unless reasonable cause is established.

Under penalties of perjury and other penalties set forth in the instructions, I declare that I have examined this return/report, including accompanying schedules, statements and attachments, as well as the electronic version of this return/report, and to the best of my knowledge and belief, it is true, correct, and complete.

SIGN HERE	Filed with authorized/valid electronic signature.	08/04/2010	ANDREA MILLER
	Signature of plan administrator	Date	Enter name of individual signing as plan administrator
SIGN HERE			
	Signature of employer/plan sponsor	Date	Enter name of individual signing as employer or plan sponsor
SIGN HERE	Filed with authorized/valid electronic signature.	08/04/2010	RICHARD FOLTYNEWICZ
	Signature of DFE	Date	Enter name of individual signing as DFE

3a Plan administrator's name and address (if same as plan sponsor, enter "Same")
THE UPPER DECK COMPANY

5909 SEA OTTER PLACE
CARLSBAD, CA 92010

3b Administrator's EIN
20-0379590

3c Administrator's telephone number
760-929-3532

4 If the name and/or EIN of the plan sponsor has changed since the last return/report filed for this plan, enter the name, EIN and the plan number from the last return/report:
a Sponsor's name

4b EIN

4c PN

5	Total number of participants at the beginning of the plan year	**5**	103
6	Number of participants as of the end of the plan year (welfare plans complete only lines **6a, 6b, 6c,** and **6d**).		
a	Active participants	**6a**	401
b	Retired or separated participants receiving benefits	**6b**	0
c	Other retired or separated participants entitled to future benefits	**6c**	134
d	Subtotal. Add lines **6a**, **6b**, and **6c**	**6d**	535
e	Deceased participants whose beneficiaries are receiving or are entitled to receive benefits	**6e**	2
f	Total. Add lines **6d** and **6e**	**6f**	537
g	Number of participants with account balances as of the end of the plan year (only defined contribution plans complete this item)	**6g**	342
h	Number of participants that terminated employment during the plan year with accrued benefits that were less than 100% vested	**6h**	6
7	Enter the total number of employers obligated to contribute to the plan (only multiemployer plans complete this item)	**7**	

8a If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristic Codes in the instructions:
2E 2F 2G 2J 2K 2T 3D 3H

b If the plan provides welfare benefits, enter the applicable welfare feature codes from the List of Plan Characteristic Codes in the instructions:

9a Plan funding arrangement (check all that apply)

(1)		Insurance
(2)		Code section 412(e)(3) insurance contracts
(3)	X	Trust
(4)		General assets of the sponsor

9b Plan benefit arrangement (check all that apply)

(1)		Insurance
(2)		Code section 412(e)(3) insurance contracts
(3)	X	Trust
(4)		General assets of the sponsor

10 Check all applicable boxes in 10a and 10b to indicate which schedules are attached, and, where indicated, enter the number attached. (See instructions)

a Pension Schedules

(1)	X	**R** (Retirement Plan Information)
(2)		**MB** (Multiemployer Defined Benefit Plan and Certain Money Purchase Plan Actuarial Information) - signed by the plan actuary
(3)		**SB** (Single-Employer Defined Benefit Plan Actuarial Information) - signed by the plan actuary

b General Schedules

(1)	X	**H** (Financial Information)
(2)		**I** (Financial Information – Small Plan)
(3)		___ **A** (Insurance Information)
(4)	X	**C** (Service Provider Information)
(5)		**D** (DFE/Participating Plan Information)
(6)		**G** (Financial Transaction Schedules)

SCHEDULE C (Form 5500)	Service Provider Information	OMB No. 1210-0110
Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA). ▶ **File as an attachment to Form 5500.**	**2009** **This Form is Open to Public Inspection.**

For calendar plan year 2009 or fiscal plan year beginning 01/01/2009 and ending 12/31/2009

A Name of plan
THE UPPER DECK COMPANY 401(K) PLAN

B Three-digit plan number (PN) ▶ 001

C Plan sponsor's name as shown on line 2a of Form 5500
THE UPPER DECK COMPANY

D Employer Identification Number (EIN)
20-0379590

Part I Service Provider Information (see instructions)

You must complete this Part, in accordance with the instructions, to report the information required for **each person** who received, directly or indirectly, $5,000 or more in total compensation (i.e., money or anything else of monetary value) in connection with services rendered to the plan or the person's position with the plan during the plan year. If a person received **only** eligible indirect compensation for which the plan received the required disclosures, you are required to answer line 1 but are not required to include that person when completing the remainder of this Part.

1 Information on Persons Receiving Only Eligible Indirect Compensation

a Check "Yes" or "No" to indicate whether you are excluding a person from the remainder of this Part because they received only eligible indirect compensation for which the plan received the required disclosures (see instructions for definitions and conditions).. . . . . [X] Yes [ ] No

b If you answered line 1a "Yes," enter the name and EIN or address of each person providing the required disclosures for the service providers who received only eligible indirect compensation. Complete as many entries as needed (see instructions).

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation

FIDELITY INVESTMENTS INST. OPS. CO.

04-2647786

(b) Enter name and EIN or address of person who provided you disclosure on eligible indirect compensation

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2. Information on Other Service Providers Receiving Direct or Indirect Compensation. Except for those persons for whom you answered "yes" to line 1a above, complete as many entries as needed to list each person receiving, directly or indirectly, $5,000 or more in total compensation (i.e., money or anything else of value) in connection with services rendered to the plan or their position with the plan during the plan year. (See instructions).

(a) Enter name and EIN or address (see instructions)

CEA LLP

525 B ST FL 17
SAN DIEGO, CA 92101

33-0927538

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
15	RECORDKEEPER	19073	Yes [ ] No [X]	Yes [ ] No [ ]		Yes [ ] No [ ]

(a) Enter name and EIN or address (see instructions)

FIDELITY INVESTMENTS INSTITUTIONAL

04-2647786

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
64 37 65 60	RECORDKEEPER	7406	Yes [X] No [ ]	Yes [X] No [ ]	0	Yes [X] No [ ]

(a) Enter name and EIN or address (see instructions)

(b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0-.	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	(g) Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes [ ] No [ ]	Yes [ ] No [ ]		Yes [ ] No [ ]

(a) Enter name and EIN or address (see instructions)

(b) Service Code(s)	**(c)** Relationship to employer, employee organization, or person known to be a party-in-interest	**(d)** Enter direct compensation paid by the plan. If none, enter -0-.	**(e)** Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	**(f)** Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	**(g)** Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	**(h)** Did the service provider give you a formula instead of an amount or estimated amount?
			Yes ☐ No ☐	Yes ☐ No ☐		Yes ☐ No ☐

(a) Enter name and EIN or address (see instructions)

(b) Service Code(s)	**(c)** Relationship to employer, employee organization, or person known to be a party-in-interest	**(d)** Enter direct compensation paid by the plan. If none, enter -0-.	**(e)** Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	**(f)** Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	**(g)** Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	**(h)** Did the service provider give you a formula instead of an amount or estimated amount?
			Yes ☐ No ☐	Yes ☐ No ☐		Yes ☐ No ☐

(a) Enter name and EIN or address (see instructions)

(b) Service Code(s)	**(c)** Relationship to employer, employee organization, or person known to be a party-in-interest	**(d)** Enter direct compensation paid by the plan. If none, enter -0-.	**(e)** Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	**(f)** Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	**(g)** Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0-.	**(h)** Did the service provider give you a formula instead of an amount or estimated amount?
			Yes ☐ No ☐	Yes ☐ No ☐		Yes ☐ No ☐

Part I Service Provider Information (continued)

3 If you reported on line 2 receipt of indirect compensation, other than eligible indirect compensation, by a service provider, and the service provider is a fiduciary or provides contract administrator, consulting, custodial, investment advisory, investment management, broker, or recordkeeping services, answer the following questions for (a) each source from whom the service provider received $1,000 or more in indirect compensation and (b) each source for whom the service provider gave you a formula used to determine the indirect compensation instead of an amount or estimated amount of the indirect compensation. Complete as many entries as needed to report the required information for each source.

(a) Enter service provider name as it appears on line 2	**(b)** Service Codes (see instructions)	**(c)** Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0

(d) Enter name and EIN (address) of source of indirect compensation	**(e)** Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.
RAINIER SM/MID CAP - US BANCORP FUN 39-0281260	0.35%

(a) Enter service provider name as it appears on line 2	**(b)** Service Codes (see instructions)	**(c)** Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0

(d) Enter name and EIN (address) of source of indirect compensation	**(e)** Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.
WFA SM CAP VAL INV - BOSTON FINANCI 04-2526037	0.35%

(a) Enter service provider name as it appears on line 2	**(b)** Service Codes (see instructions)	**(c)** Enter amount of indirect compensation

(d) Enter name and EIN (address) of source of indirect compensation	**(e)** Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.

Part II Service Providers Who Fail or Refuse to Provide Information

4 Provide, to the extent possible, the following information for each service provider who failed or refused to provide the information necessary to complete this Schedule.

(a) Enter name and EIN or address of service provider (see instructions)	**(b)** Nature of Service Code(s)	**(c)** Describe the information that the service provider failed or refused to provide

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(a) Enter name and EIN or address of service provider (see instructions)	**(b)** Nature of Service Code(s)	**(c)** Describe the information that the service provider failed or refused to provide

Part III Termination Information on Accountants and Enrolled Actuaries (see instructions)

(complete as many entries as needed)

a Name:	**b** EIN:
c Position:	
d Address:	**e** Telephone:

Explanation:

a Name:	**b** EIN:
c Position:	
d Address:	**e** Telephone:

Explanation:

a Name:	**b** EIN:
c Position:	
d Address:	**e** Telephone:

Explanation:

a Name:	**b** EIN;
c Position:	
d Address:	**e** Telephone:

Explanation:

a Name:	**b** EIN;
c Position:	
d Address:	**e** Telephone:

Explanation:

SCHEDULE H (Form 5500)

Department of the Treasury
Internal Revenue Service

Department of Labor
Employee Benefits Security Administration

Pension Benefit Guaranty Corporation

Financial Information

This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA), and section 6058(a) of the Internal Revenue Code (the Code).

▶ **File as an attachment to Form 5500.**

OMB No. 1210-0110

2009

This Form is Open to Public Inspection

For calendar plan year 2009 or fiscal plan year beginning 01/01/2009 and ending 12/31/2009

A Name of plan
THE UPPER DECK COMPANY 401(K) PLAN

B Three-digit plan number (PN) ▶ 001

C Plan sponsor's name as shown on line 2a of Form 5500
THE UPPER DECK COMPANY

D Employer Identification Number (EIN)
20-0379590

Part I Asset and Liability Statement

1 Current value of plan assets and liabilities at the beginning and end of the plan year. Combine the value of plan assets held in more than one trust. Report the value of the plan's interest in a commingled fund containing the assets of more than one plan on a line-by-line basis unless the value is reportable on lines 1c(9) through 1c(14). Do not enter the value of that portion of an insurance contract which guarantees, during this plan year, to pay a specific dollar benefit at a future date. **Round off amounts to the nearest dollar.** MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 1b(1), 1b(2), 1c(8), 1g, 1h, and 1i. CCTs, PSAs, and 103-12 IEs also do not complete lines 1d and 1e. See instructions.

Assets		(a) Beginning of Year	(b) End of Year
a Total noninterest-bearing cash	1a		
b Receivables (less allowance for doubtful accounts):			
(1) Employer contributions	1b(1)		
(2) Participant contributions	1b(2)		
(3) Other	1b(3)		
c General investments:			
(1) Interest-bearing cash (include money market accounts & certificates of deposit)	1c(1)	53834	833627
(2) U.S. Government securities	1c(2)		
(3) Corporate debt instruments (other than employer securities):			
(A) Preferred	1c(3)(A)		
(B) All other	1c(3)(B)		
(4) Corporate stocks (other than employer securities):			
(A) Preferred	1c(4)(A)		
(B) Common	1c(4)(B)		
(5) Partnership/joint venture interests	1c(5)		
(6) Real estate (other than employer real property)	1c(6)		
(7) Loans (other than to participants)	1c(7)		
(8) Participant loans	1c(8)	20890	181029
(9) Value of interest in common/collective trusts	1c(9)		
(10) Value of interest in pooled separate accounts	1c(10)		
(11) Value of interest in master trust investment accounts	1c(11)		
(12) Value of interest in 103-12 investment entities	1c(12)		
(13) Value of interest in registered investment companies (e.g., mutual funds)	1c(13)	1501364	12680409
(14) Value of funds held in insurance company general account (unallocated contracts)	1c(14)		
(15) Other	1c(15)		

			(a) Beginning of Year	(b) End of Year
1d	Employer-related investments:			
	(1) Employer securities	1d(1)		
	(2) Employer real property	1d(2)		
e	Buildings and other property used in plan operation	1e		
f	Total assets (add all amounts in lines 1a through 1e)	1f	1576088	13695065
	Liabilities			
g	Benefit claims payable	1g		
h	Operating payables	1h		
i	Acquisition indebtedness	1i		
j	Other liabilities	1j		
k	Total liabilities (add all amounts in lines 1g through1j)	1k	0	0
	Net Assets			
l	Net assets (subtract line 1k from line 1f)	1l	1576088	13695065

Part II Income and Expense Statement

2 Plan income, expenses, and changes in net assets for the year. Include all income and expenses of the plan, including any trust(s) or separately maintained fund(s) and any payments/receipts to/from insurance carriers. Round off amounts to the nearest dollar. MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 2a, 2b(1)(E), 2e, 2f, and 2g.

	Income		(a) Amount	(b) Total
a	**Contributions:**			
	(1) Received or receivable in cash from: **(A)** Employers	2a(1)(A)	27895	
	(B) Participants	2a(1)(B)	334133	
	(C) Others (including rollovers)	2a(1)(C)		
	(2) Noncash contributions	2a(2)		
	(3) Total contributions. Add lines **2a(1)(A), (B), (C),** and line **2a(2)**	2a(3)		362028
b	**Earnings on investments:**			
	(1) Interest:			
	(A) Interest-bearing cash (including money market accounts and certificates of deposit)	2b(1)(A)	1840	
	(B) U.S. Government securities	2b(1)(B)		
	(C) Corporate debt instruments	2b(1)(C)		
	(D) Loans (other than to participants)	2b(1)(D)		
	(E) Participant loans	2b(1)(E)	3750	
	(F) Other	2b(1)(F)		
	(G) Total interest. Add lines **2b(1)(A)** through **(F)**	2b(1)(G)		5590
	(2) Dividends: **(A)** Preferred stock	2b(2)(A)		
	(B) Common stock	2b(2)(B)		
	(C) Registered investment company shares (e.g. mutual funds)	2b(2)(C)	125239	
	(D) Total dividends. Add lines **2b(2)(A)**, **(B)**, and **(C)**	2b(2)(D)		125239
	(3) Rents	2b(3)		
	(4) Net gain (loss) on sale of assets: **(A)** Aggregate proceeds	2b(4)(A)		
	(B) Aggregate carrying amount (see instructions)	2b(4)(B)		
	(C) Subtract line **2b(4)(B)** from line **2b(4)(A)** and enter result	2b(4)(C)		

		(a) Amount	(b) Total
2b (5) Unrealized appreciation (depreciation) of assets: (A) Real estate	2b(5)(A)		
(B) Other	2b(5)(B)		
(C) Total unrealized appreciation of assets. Add lines 2b(5)(A) and (B)	2b(5)(C)		
(6) Net investment gain (loss) from common/collective trusts	2b(6)		
(7) Net investment gain (loss) from pooled separate accounts	2b(7)		
(8) Net investment gain (loss) from master trust investment accounts	2b(8)		
(9) Net investment gain (loss) from 103-12 investment entities	2b(9)		
(10) Net investment gain (loss) from registered investment companies (e.g., mutual funds)	2b(10)		1201003
c Other income	2c		
d Total income. Add all **income** amounts in column (b) and enter total	2d		1693860
Expenses			
e Benefit payment and payments to provide benefits:			
(1) Directly to participants or beneficiaries, including direct rollovers	2e(1)	947169	
(2) To insurance carriers for the provision of benefits	2e(2)		
(3) Other	2e(3)		
(4) Total benefit payments. Add lines 2e(1) through (3)	2e(4)		947169
f Corrective distributions (see instructions)	2f		3941
g Certain deemed distributions of participant loans (see instructions)	2g		
h Interest expense	2h		
i Administrative expenses: (1) Professional fees	2i(1)		
(2) Contract administrator fees	2i(2)		
(3) Investment advisory and management fees	2i(3)		
(4) Other	2i(4)	26507	
(5) Total administrative expenses. Add lines 2i(1) through (4)	2i(5)		26507
j Total expenses. Add all **expense** amounts in column (b) and enter total	2j		977617
Net Income and Reconciliation			
k Net income (loss). Subtract line 2j from line 2d	2k		716243
l Transfers of assets:			
(1) To this plan	2l(1)		11402734
(2) From this plan	2l(2)		

Part III Accountant's Opinion

3 Complete lines 3a through 3c if the opinion of an independent qualified public accountant is attached to this Form 5500. Complete line 3d if an opinion is not attached.

a The attached opinion of an independent qualified public accountant for this plan is (see instructions):

(1) [ ] Unqualified (2) [ ] Qualified (3) [X] Disclaimer (4) [ ] Adverse

b Did the accountant perform a limited scope audit pursuant to 29 CFR 2520.103-8 and/or 103-12(d)? [X] Yes [ ] No

c Enter the name and EIN of the accountant (or accounting firm) below:

(1) Name: CEA, LLP (2) EIN: 33-0927538

d The opinion of an independent qualified public accountant is **not attached** because:

(1) [ ] This form is filed for a CCT, PSA, or MTIA. (2) [ ] It will be attached to the next Form 5500 pursuant to 29 CFR 2520.104-50.

Part IV Compliance Questions

4 CCTs and PSAs do not complete Part IV. MTIAs, 103-12 IEs, and GIAs do not complete 4a, 4e, 4f, 4g, 4h, 4k, 4m, 4n, or 5. 103-12 IEs also do not complete 4j and 4l. MTIAs also do not complete 4l.

During the plan year:

		Yes	No	Amount
a	Was there a failure to transmit to the plan any participant contributions within the time period described in 29 CFR 2510.3-102? Continue to answer "Yes" for any prior year failures until fully corrected. (See instructions and DOL's Voluntary Fiduciary Correction Program.)	4a		X	
b	Were any loans by the plan or fixed income obligations due the plan in default as of the close of the plan year or classified during the year as uncollectible? Disregard participant loans secured by participant's account balance. (Attach Schedule G (Form 5500) Part I if "Yes" is checked.)	4b		X	
c	Were any leases to which the plan was a party in default or classified during the year as uncollectible? (Attach Schedule G (Form 5500) Part II if "Yes" is checked.)	4c		X	
d	Were there any nonexempt transactions with any party-in-interest? (Do not include transactions reported on line 4a. Attach Schedule G (Form 5500) Part III if "Yes" is checked.)	4d		X	
e	Was this plan covered by a fidelity bond?	4e	X		1000000
f	Did the plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused by fraud or dishonesty?	4f		X	
g	Did the plan hold any assets whose current value was neither readily determinable on an established market nor set by an independent third party appraiser?	4g		X	
h	Did the plan receive any noncash contributions whose value was neither readily determinable on an established market nor set by an independent third party appraiser?	4h		X	
i	Did the plan have assets held for investment? (Attach schedule(s) of assets if "Yes" is checked, and see instructions for format requirements.)	4i	X		
j	Were any plan transactions or series of transactions in excess of 5% of the current value of plan assets? (Attach schedule of transactions if "Yes" is checked, and see instructions for format requirements.)	4j		X	
k	Were all the plan assets either distributed to participants or beneficiaries, transferred to another plan, or brought under the control of the PBGC?	4k		X	
l	Has the plan failed to provide any benefit when due under the plan?	4l		X	
m	If this is an individual account plan, was there a blackout period? (See instructions and 29 CFR 2520.101-3.)	4m		X	
n	If 4m was answered "Yes," check the "Yes" box if you either provided the required notice or one of the exceptions to providing the notice applied under 29 CFR 2520.101-3.	4n		X	

5a Has a resolution to terminate the plan been adopted during the plan year or any prior plan year? If yes, enter the amount of any plan assets that reverted to the employer this year ☐ **Yes** ☒ **No** **Amount:**

5b If, during this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify the plan(s) to which assets or liabilities were transferred. (See instructions.)

5b(1) Name of plan(s)	**5b(2)** EIN(s)	**5b(3)** PN(s)

SCHEDULE R (Form 5500)

Department of the Treasury
Internal Revenue Service

Department of Labor
Employee Benefits Security Administration

Pension Benefit Guaranty Corporation

Retirement Plan Information

This schedule is required to be filed under section 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and section 6058(a) of the Internal Revenue Code (the Code).

▶ **File as an attachment to Form 5500.**

OMB No. 1210-0110

2009

This Form is Open to Public Inspection.

For calendar plan year 2009 or fiscal plan year beginning 01/01/2009 and ending 12/31/2009

A Name of plan
THE UPPER DECK COMPANY 401(K) PLAN

B Three-digit plan number (PN) ▶ 001

C Plan sponsor's name as shown on line 2a of Form 5500
THE UPPER DECK COMPANY

D Employer Identification Number (EIN)
20-0379590

Part I Distributions

All references to distributions relate only to payments of benefits during the plan year.

1 Total value of distributions paid in property other than in cash or the forms of property specified in the instructions **1** 0

2 Enter the EIN(s) of payor(s) who paid benefits on behalf of the plan to participants or beneficiaries during the year (if more than two, enter EINs of the two payors who paid the greatest dollar amounts of benefits):

EIN(s): 04-6568107

Profit-sharing plans, ESOPs, and stock bonus plans, skip line 3.

3 Number of participants (living or deceased) whose benefits were distributed in a single sum, during the plan year. **3**

Part II Funding Information (If the plan is not subject to the minimum funding requirements of section of 412 of the Internal Revenue Code or ERISA section 302, skip this Part)

4 Is the plan administrator making an election under Code section 412(d)(2) or ERISA section 302(d)(2)? ..... ☐ **Yes** ☐ **No** ☐ **N/A**

If the plan is a defined benefit plan, go to line 8.

5 If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instructions and enter the date of the ruling letter granting the waiver. **Date:** Month _____ Day _____ Year _____

If you completed line 5, complete lines 3, 9, and 10 of Schedule MB and do not complete the remainder of this schedule.

6 **a** Enter the minimum required contribution for this plan year **6a**

b Enter the amount contributed by the employer to the plan for this plan year **6b**

c Subtract the amount in line 6b from the amount in line 6a. Enter the result (enter a minus sign to the left of a negative amount) **6c**

If you completed line 6c, skip lines 8 and 9.

7 Will the minimum funding amount reported on line 6c be met by the funding deadline? ..... ☐ **Yes** ☐ **No** ☐ **N/A**

8 If a change in actuarial cost method was made for this plan year pursuant to a revenue procedure providing automatic approval for the change or a class ruling letter, does the plan sponsor or plan administrator agree with the change? ..... ☐ **Yes** ☐ **No** ☐ **N/A**

Part III Amendments

9 If this is a defined benefit pension plan, were any amendments adopted during this plan year that increased or decreased the value of benefits? If yes, check the appropriate box(es). If no, check the "No" box. ..... ☐ **Increase** ☐ **Decrease** ☐ **Both** ☐ **No**

Part IV ESOPs (see instructions). If this is not a plan described under Section 409(a) or 4975(e)(7) of the Internal Revenue Code, skip this Part.

10 Were unallocated employer securities or proceeds from the sale of unallocated securities used to repay any exempt loan? ..... ☐ **Yes** ☐ **No**

11 **a** Does the ESOP hold any preferred stock? ..... ☐ **Yes** ☐ **No**

b If the ESOP has an outstanding exempt loan with the employer as lender, is such loan part of a "back-to-back" loan? (See instructions for definition of "back-to-back" loan.) ..... ☐ **Yes** ☐ **No**

12 Does the ESOP hold any stock that is not readily tradable on an established securities market? ..... ☐ **Yes** ☐ **No**

Part V Additional Information for Multiemployer Defined Benefit Pension Plans

13 Enter the following information for each employer that contributed more than 5% of total contributions to the plan during the plan year (measured in dollars). See instructions. *Complete as many entries as needed to report all applicable employers.*

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

---

a Name of contributing employer

b EIN **c** Dollar amount contributed by employer

d Date collective bargaining agreement expires *(If employer contributes under more than one collective bargaining agreement, check box ☐ and see instructions regarding required attachment. Otherwise, enter the applicable date.)* Month _____ Day _____ Year _____

e Contribution rate information *(If more than one rate applies, check this box ☐ and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).)*
(1) Contribution rate (in dollars and cents) _____
(2) Base unit measure: ☐ Hourly ☐ Weekly ☐ Unit of production ☐ Other (specify):

14 Enter the number of participants on whose behalf no contributions were made by an employer as an employer of the participant for:

a The current year	**14a**	
b The plan year immediately preceding the current plan year	**14b**	
c The second preceding plan year	**14c**	

15 Enter the ratio of the number of participants under the plan on whose behalf no employer had an obligation to make an employer contribution during the current plan year to:

a The corresponding number for the plan year immediately preceding the current plan year	**15a**	
b The corresponding number for the second preceding plan year	**15b**	

16 Information with respect to any employers who withdrew from the plan during the preceding plan year:

a Enter the number of employers who withdrew during the preceding plan year	**16a**	
b If item 16a is greater than 0, enter the aggregate amount of withdrawal liability assessed or estimated to be assessed against such withdrawn employers	**16b**	

17 If assets and liabilities from another plan have been transferred to or merged with this plan during the plan year, check box and see instructions regarding supplemental information to be included as an attachment. ☐

Part VI Additional Information for Single-Employer and Multiemployer Defined Benefit Pension Plans

18 If any liabilities to participants or their beneficiaries under the plan as of the end of the plan year consist (in whole or in part) of liabilities to such participants and beneficiaries under two or more pension plans as of immediately before such plan year, check box and see instructions regarding supplemental information to be included as an attachment ☐

19 If the total number of participants is 1,000 or more, complete items (a) through (c)

a Enter the percentage of plan assets held as:
Stock: _____% Investment-Grade Debt: _____% High-Yield Debt: _____% Real Estate: _____% Other: _____%

b Provide the average duration of the combined investment-grade and high-yield debt:
☐ 0-3 years ☐ 3-6 years ☐ 6-9 years ☐ 9-12 years ☐ 12-15 years ☐ 15-18 years ☐ 18-21 years ☐ 21 years or more

c What duration measure was used to calculate item 19(b)?
☐ Effective duration ☐ Macaulay duration ☐ Modified duration ☐ Other (specify):



THE UPPER DECK COMPANY
401(k) PLAN
FINANCIAL STATEMENTS

DECEMBER 31, 2009AND 2008

The Upper Deck Company 401(k) Plan
December 31, 2009 and 2008

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Thomas J. Applegate, CPA
Gregory Bellman, CPA
Robert Cairns, CPA, CVA

CEA, LLP
CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

Eric Eng, CPA
Mark A. Stepka, CPA, CVA
Ellen Williams, CPA

INDEPENDENT AUDITOR'S REPORT

401(k) Plan Committee, Plan Administrator and Participants
The Upper Deck Company 401(k) Plan
Las Vegas, Nevada

We were engaged to audit the Statement of Net Assets Available for Benefits of The Upper Deck Company 401(k) Plan as of December 31, 2009 and 2008, the Statement of Changes in Net Assets Available for Benefits for the year ended December 31, 2009, and the supplemental schedule as of December 31, 2009 as listed in the accompanying table of contents. These financial statements and supplemental schedule are the responsibility of the Plan's management.

As permitted by 29 CFR 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974, the Plan administrator instructed us not to perform, and we did not perform, any auditing procedures with respect to the information summarized in Note I, which was certified by Fidelity Management Trust Company, the Trustee of the Plan, except for comparing the information with the related information included in the 2009 financial statements and supplemental schedule. We have been informed by the Plan administrator that the Trustee holds the Plan's investment assets and executes investment transactions. The Plan administrator has obtained a certification from the Trustee as of and for the years ended December 31, 2009 and 2008, that the information provided to the Plan administrator by the Trustee is complete and accurate.

Because of the significance of the information in the Plan's financial statements and supplemental schedule that we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and supplemental schedule taken as a whole. The form and content of the information included in the financial statements and supplemental schedule, other than that derived from the information certified by the Trustee, have been audited by us in accordance with auditing standards generally accepted in the United States of America and, in our opinion, are presented in compliance with the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974.

CEA, LLP

July 13, 2010

The Upper Deck Company 401(k) Plan
Statements of Net Assets Available for Benefits

December 31,	2009	2008
Assets		
Investments (at fair value)		
Registered investment companies	$ 12,680,409	$ 1,501,364
Money market fund	833,627	53,834
Loans to participants	181,029	20,890
Total Investments	13,695,065	1,576,088
Receivables		
Employer contributions	-	9,970
Participant contributions	26,213	-
Total Receivables	26,213	9,970
Total Assets	13,721,278	1,586,058
Liabilities		
Corrective distributions payable	1,087	7,715
Net Assets Available for Benefits	**$ 13,720,191**	**$ 1,578,343**

The accompanying notes are an integral part of these financial statements.

The Upper Deck Company 401(k) Plan
Statement of Changes in Net Assets Available for Benefits

For the Year Ended December 31, 2009

Additions	
Changes in net assets attributed to:	
Net realized and unrealized appreciation in fair value of investments	$ 1,326,242
Investment income:	
Interest	5,590
Transfers in from other plans	11,402,734
Participant contributions	366,974
Employer contributions	17,925
Rollovers	-
Total Additions	13,119,465
Deductions	
Deductions from net assets attributed to:	
Benefits paid to participants	(951,110)
Administrative expenses	(26,507)
Total Deductions	(977,617)
Net Increase	12,141,848
Net assets available for benefits	
Beginning of year	1,578,343
End of year	$ 13,720,191

The accompanying notes are an integral part of these financial statements.

The Upper Deck Company 401(k) Plan
Notes to Financial Statements

A. DESCRIPTION OF PLAN

The following description of The Upper Deck Company 401(k) Plan (the Plan) provides only general information. Participants should refer to the Plan Document for a more complete description of the Plan's provisions.

General

The Plan is available to employees of The Upper Deck Company, Inc. (the Company). The Plan consists of an Internal Revenue Code (IRC) Section 401(k) feature, which is a salary deferral arrangement covering all employees who elect to participate beginning on or after the first day of the next month following their employment commencement date. The Plan is subject to the provisions of the Employee Retirement Income Security Act of 10974 (ERISA). The Plan was amended on May 30, 2008 to revise the definition of compensation for employee deferral purposes to exclude commissions, bonuses and overtime pay and to allow participants to make deferral contributions in an amount up to 100% of any employer-paid cash bonus.

Contributions

Each year, participants may contribute up to sixty percent of their pre-tax annual compensation, as defined in the Plan, subject to certain annual federal tax limitations. Participants may also contribute amounts representing distributions from other qualified retirement plans. Effective February 23, 2009, the Plan was amended to suspend the employer matching contribution. Prior to the amendment, the Company matched participant contributions, within prescribed limits, as determined on an annual basis. The Company contributed 50% of the first 6% of compensation that a participant contributed to the Plan. The Company may make a discretionary profit sharing contribution to those eligible participants who completed at least 1,000 hours of service during the year and are employed on the last day of the Plan year. No profit sharing contributions were made in 2009.

Participant Accounts

Participant accounts are credited with the participant's contribution, an allocation of the participating Company's contributions, Plan earnings, and an allocation of administrative expenses. Allocations are based on participant earnings or account balances, as defined. Forfeited balances of terminated participants' nonvested accounts are used first to reduce Company contributions and second to pay trustee and administrative expenses. The Plan used $23,170 to reduce employer contributions during the year ended December 31, 2009. At December 31, 2009 $36,550 is available to pay trustee and administrative expenses. The benefit to which a participant is entitled is the benefit that can be provided from the participant's account.

Vesting

Participants are immediately vested in their contributions plus actual earnings thereon. Vesting in the Company's contribution portion of their account plus actual earnings thereon is based on years of continuous service as follows: 20% vested after two years of service; 40% after three years; 60% after four years; 80% after five years and 100% after six years of service.

A. DESCRIPTION OF PLAN (CONTINUED)

Payment of Benefits

Participants are eligible to receive a lump-sum distribution of benefits upon termination of employment, death, disability, retirement or Plan termination. Distributions may also be made for hardship withdrawals, which are authorized by the Plan administrator and conform to the "deemed hardship" standards set for in Treasure Regulation Section 1.401(k)(d)(2). Such hardship distributions are subject to certain limitations.

Investment Options

Fidelity Management Trust Company as Trustee ("Fidelity" or "Trustee") under a trust agreement holds the assets of the Plan, including all contributions and earnings thereon. Upon enrollment in the Plan, participants may direct contributions to a variety of investment options.

Participant Loans

Participants may borrow from their fund accounts up to a maximum equal to the lesser of $50,000 or 50% of their vested account balance. Loan transactions are treated as a transfer to (from) the investment fund from (to) the Participant Loans fund. The loans are secured by the balance in the participant's account and bear interest at a rate commensurate with local prevailing rates as determined by the Plan administrator. Interest rates ranged from 4.25% to 9.25% at December 31, 2009. Principal and interest is paid ratably through payroll deductions.

Transfers from Other Plans

During the year ended December 31, 2009, certain employees of The Upper Deck Company, Inc. were transferred from related companies. As a result, the account balances of these participants were transferred from the respective plans of their former employers to The Upper Deck Company 401(k) Plan. Transfers of certain employees of The Upper Deck Company, Inc. from related companies totaled $184,411 during the year ended December 31, 2009.

On October 1, 2009, the Upper Deck Company, LLC Teamshare 401(k) Profit Sharing Plan was merged into the Upper Deck Company 401(k) Plan. Prior to the merger, the plans covered eligible employees at The Upper Deck Company, Inc. and The Upper Deck Company, LLC. The transferred net assets have been recognized in the accounts of The Upper Deck Company 401(k) Plan at their balances as previously carried in the accounts of The Upper Deck Company, LLC Teamshare 401(k) Profit Sharing Plan. The changes in net assets of the combined plans are included in the accompanying statement of changes in net assets available for benefits. A summary of the transferred net assets follows:

Investments, at fair value	$ 11,026,310
Participant loans	192,013
	$ 11,218,323

B. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements of the Plan are prepared under the accrual method of accounting.

B. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Accounting Estimates

The Plan administrator uses estimates and assumptions in preparing the Plan's financial statements in accordance with accounting principles generally accepted in the United States of America. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported changes in net assets. Actual results could vary from the estimates that were used.

Valuation of Investments

The Plan's investments are stated at fair value. Shares of registered investment companies are valued at quoted market prices, which represent the net asset value of shares held by the Plan at year-end. Participant loans are valued at cost, which approximates fair value. Purchases and sales on securities are recorded on a trade-date basis. Interest income is recorded on the accrual basis. Dividends are recorded on the ex-dividend date.

Risks and Uncertainties

Investments are exposed to various risks, such as interest rate, market fluctuation and credit. Due to the level of risk associated with certain investments and the level of uncertainty related to changes in the value of investments, it is at least reasonably possible that changes in risks in the near term could materially affect the amounts reported in the statements of net assets available for benefits and the statement of changes in net assets available for benefits.

Plan Expenses

The Plan is sponsored by the Company. Personnel within the Company perform various administrative services for the Plan. The payroll and related overhead costs associated with these services are not included as Plan expenses. Most administrative expenses of the Plan, including consulting, recordkeeping, legal, and audit fees, are paid by the Company. Other record keeping and investment management expenses are paid by the Plan.

Payment of Benefits

Benefits are recorded when paid.

Subsequent Events

The date to which events occurring after December 31, 2009, the date of the most recent statement of net assets available for benefits, have been evaluated for possible adjustment to the financial statements or disclosures is July 13, 2010, which is the date on which the financial statements were available to be issued.

C. INCOME TAX STATUS

The Internal Revenue Service has determined and informed Fidelity Management Trust Company, the Trustee of the Plan, by a letter, dated March 31, 2008, that the Prototype Plan is designed in accordance with applicable sections of the Internal Revenue Code (IRC). The Plan has been amended since receiving the determination letter; however, the Plan administrator believes that the Plan is designed and is currently being operated in compliance with the applicable requirements of the IRC. Accordingly, no provision for taxes has been included in the Plan's financial statements.

D. PLAN TERMINATION

The Company has the right under the Plan to terminate the plan subject to the provisions of ERISA. In the event of plan termination, participants will become 100 percent vested in their accounts.

Certain conditions exist as of the date the financial statements were issued which may result in a material loss to the Plan Sponsor but which will only be resolved when one or more future events occur or fail to occur. The Plan Sponsor's management and legal counsel assess such contingent liabilities as remote as of that date.

E. PARTY-IN-INTEREST TRANSACTIONS

There were no party-in-interest transactions between the Plan and Fidelity, other than payment of investment fees from the Plan assets for services rendered.

F. CORRECTIVE DISTRIBUTIONS PAYABLE

The Internal Revenue Code and the Plan limit the amount certain highly compensated individuals may contribute, based on amounts contributed by lower compensated individuals. The Plan failed to pass certain nondiscrimination tests related to these limitations for the years ended December 31, 2009 and 2008. As a result, the Plan was required to return excess contributions for the year ended December 31, 2008. The accompanying financial statements include $1,087 and $7,715 in corrective distributions payable related to these issues for the years ended December 31, 2009 and 2008, respectively.

G. FAIR VALUE MEASUREMENTS

Generally accepted accounting principles establishes a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1 measurements), and the lowest priority to unobservable inputs (level 3 measurements). The three levels of the fair value hierarchy are described below:

Level 1 Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Plan has the ability to access.

Level 2 Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

G. FAIR VALUE MEASUREMENTS (CONTINUED)

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

Following is a description of the valuation methodologies used for assets measured at fair value.

Registered Investment Companies: Valued at the net asset value ("NAV") of shares held by the Plan at year-end.

Participant Loans: Valued at amortized cost, which approximates fair value.

The method described above may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, while the Plan believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table sets forth, by level, with the fair value hierarchy, the Plan's assets at fair value as of December 31:

Assets at Fair Value as of December 31, 2009

	Level 1	Level 2	Level 3	Total
Registered investment companies	$12,680,409	$ -	$ -	$12,680,409
Money market fund	833,627	-	-	833,627
Participant loans	-	-	181,029	181,029
Total assets at fair value	$13,514,036	$ -	$ 181,029	$13,695,065

Assets at Fair Value as of December 31, 2008

	Level 1	Level 2	Level 3	Total
Registered investment companies	$ 1,501,364	$ -	$ -	$ 1,501,364
Money market fund	53,834	-	-	58,384
Participant loans	-	-	20,890	20,890
Total assets at fair value	$ 1,555,197	$ -	$ 181,029	$ 1,576,088

G. FAIR VALUE MEASUREMENTS (CONTINUED)

Level 3 Gains and Losses

The table below sets forth a summary of changes in the fair value of the Plan's level 3 assets for the year ended December 31:

	Level 3 Assets	
	Year Ended December 31, 2009	
	2009	2008
Balance, beginning of year	$ 20,890	$ 17,045
Purchases, sales, issuances and settlements (net)	(31,874)	3,845
Merger	192,013	-
Balance, end of year	$ 181,029	$ 20,890

H. INVESTMENTS

The following presents investments at December 31, 2009 and 2008 that represents 5% or more of the Plan's net assets.

	2009	2008
Fidelity Growth Company Fund (23,800 and 2,558 shares, respectively)	$ 1,641,690	$ 125,232
Fidelity Low Price Stock Fund (39,809 and -0- shares, respectively)	1,271,490	*
Rainier Small/Mid Cap Fund (45,235 and 5,039 shares, respectively)	1,183,350	101,533
Fidelity Diversified International Fund (38,707 and 8,831 shares, respectively)	1,083,806	189,961
Fidelity Balanced Fund (62,830 and 13,185 shares, respectively)	1,027,899	172,985
Fidelity Equity Income Fund (25,191 and 10,907 shares, respectively)	985,969	336,688
Fidelity Retirement Money Market Portfolio (833,627and 53,834 shares, respectively)	833,627	*
Fidelity Freedom 2030 Fund (62,387 and 3,999 shares, respectively)	772,969	*
Fidelity Intermediate Bond (75,798 and 17,246 shares, respectively)	769,348	156,765
Fidelity Small Cap Stock Fund (7,601 and 9,516 shares, respectively)	*	93,253
Fidelity Fund (18,179 and 3,643 shares, respectively)	*	82,906

*Investments did not represent 5% or more of the Plan's net assets available for benefits.

I. INVESTMENT CERTIFIED BY TRUSTEE (UNAUDITED)

At December 31, 2009 and 2008, the Plan's investments were held by the Trustee. The following is a summary of the Plan's financial information that is included in the financial statements based on information certified by the Trustee as complete and accurate in accordance with Section 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and disclosure under the Employee Retirement Income Security Act of 1974.

The fair value of investments at December 31, 2009 and 2008, as reported by the Trustee is summarized as follows:

	2009	2008
Fidelity Growth Company Fund	$ 1,641,690	$ 125,232
Fidelity Low Price Stock Fund	1,271,490	-
Rainier Small/Mid Cap Fund	1,183,350	101,533
Fidelity Diversified International Fund	1,083,806	189,961
Fidelity Balanced Fund	1,027,899	172,985
Fidelity Equity Income Fund	985,969	336,688
Fidelity Retirement Money Market Portfolio	833,627	53,834
Fidelity Freedom 2030 Fund	772,969	39,033
Fidelity Intermediate Bond	769,348	156,765
Fidelity OTC Portfolio Fund	563,951	14,533
Fidelity Fund	515,181	82,906
Fidelity Select Natural Resources Fund	374,962	35,942
Fidelity Freedom 2020 Fund	336,913	6,757
Fidelity Freedom 2040 Fund	310,673	4,720
Fidelity Telecom & Utilities Fund	234,604	18,736
Fidelity Select Technology Fund	231,190	8,812
Fidelity Freedom 2025 Fund	164,849	1,855
Fidelity Select Healthcare Fund	146,780	12,023
Fidelity Small Cap Stock Fund	121,161	93,253
Wells Fargo Small Cap Investment Fund	108,986	-
Fidelity Freedom 2035 Fund	103,490	20,650
Fidelity Select Industrials Fund	101,748	10,578
Fidelity Select Utilities Fund	94,884	9,319
Fidelity Cap Appreciation Fund	79,652	266
Fidelity Value Fund	75,221	488
Fidelity Select Financial Fund	73,792	4,389
Fidelity Freedom 2050 Fund	70,736	6,466
Fidelity Freedom 2010 Fund	64,097	14,199
Fidelity Freedom Income Fund	53,140	14,010
Fidelity Freedom 2000 Fund	44,333	3,991
Fidelity Freedom 2015 Fund	29,314	13,356
Fidelity Small Cap Independence Fund	24,172	253
Spartan Extended Market Index Fund	13,661	535
Fidelity Freedom 2045 Fund	3,295	865
Fidelity Freedom 2005 Fund	3,103	265
Participant Loans	181,029	20,890
	$ 13,695,065	$ 1,576,088

I. INVESTMENT CERTIFIED BY TRUSTEE (UNAUDITED) (CONTINUED)

Interest income, as reported by the Trustee at December 31, 2009	$ 5,590

During 2009, the Plan's investments (including gains and losses on investments bought and sold, as well as held during the year) appreciated in value as follows:

Registered Investment Companies	$ 1,326,242

Information included in the Schedule H, Line 4i - Schedule of Assets (Held at End of Year) as it relates to Fidelity Management Trust Company was also certified by the Trustee.

J. RECONCILIATION OF FINANCIAL STATEMENTS TO FORM 5500

The following is a reconciliation of net assets available for Plan benefits per the financial statements at December 31, 2009 and 2008 to the Form 5500:

	2009	2008
Net Assets available for benefits per the financial statements	$ 13,720,191	$ 1,578,343
Less: Receivable for Employer match at year end	-	(9,970)
Less: Receivable for participant contribution at year end	(26,213)	-
Add: Accrual for corrective distributions at year end	1,087	7,715
Net assets available for Plan benefits per Form 5500	$ 13,695,065	$ 1,576,088

The following is a reconciliation of changes in net assets available for benefits per the financial statements the year ended December 31, 2009 to Form 5500:

Net increase in net assets available for benefits per the financial statements	$ 12,141,848
Employer contributions	
Add: Receivable for Employer match at December 31, 2008	9,970
Less: Receivable for Employer match at December 31, 2009	-
Participant contributions	
Less: Receivable for participant contributions at December 31, 2009	(26,213)
Less: Accrual for corrective distributions at December 31, 2008	(7,715)
Add: Accrual for corrective distributions at December 31, 2009	1,087
Net increase in net assets available for benefits per Form 5500	$ 12,118,977

K. PARTIAL PLAN TERMINATION

During the year ended December 31, 2008, the Plan Sponsor, The Upper Deck Company, Inc., downsized a significant portion of its workforce. The Company terminated greater than 20% of its eligible plan participants and, as required, announced a retroactive partial plan termination effective January 1, 2008. Upon partial termination of the Plan, all affected participants became fully vested in accrued benefits at the termination date.

During the year ended December 31, 2009, following the merger of the Upper Deck Company, LLC and The Upper Deck Company, Inc., the Plan Sponsor further reduced its workforce and announced a second partial plan termination, effective November 1, 2009. At this time, all remaining participants became fully vested in accrued benefits at the termination date.

SUPPLEMENTAL INFORMATION

The Upper Deck Company 401(k) Plan
(I.D. #20-0379590 - Plan #001)
Schedule H, Line 4i - Schedule of Assets (Held at End of Year)

December 31, 2009

(a)	(b)	(c)	(d)	(e)
	Identity of issue, borrower, lessor, or similar party	Description of investment including maturity date, rate of interest, collateral, par or maturity value	Cost	Current Value
*	Fidelity Management Trust Company	Fidelity Growth Company Fund	-	1,641,690
*	Fidelity Management Trust Company	Fidelity Low Price Stock Fund	-	1,271,490
	Rainier Investment Management, Inc.	Rainier Small/Mid Cap Fund	-	1,183,350
*	Fidelity Management Trust Company	Fidelity Diversified International Fund	-	1,083,806
*	Fidelity Management Trust Company	Fidelity Balanced Fund	-	1,027,899
*	Fidelity Management Trust Company	Fidelity Equity Income Fund	-	985,969
*	Fidelity Management Trust Company	Fidelity Retirement Money Market Portfolio	-	833,627
*	Fidelity Management Trust Company	Fidelity Freedom 2030 Fund	-	772,969
*	Fidelity Management Trust Company	Fidelity Intermediate Bond	-	769,348
*	Fidelity Management Trust Company	Fidelity OTC Portfolio Fund	-	563,951
*	Fidelity Management Trust Company	Fidelity Fund	-	515,181
*	Fidelity Management Trust Company	Fidelity Select Natural Resources Fund	-	374,962
*	Fidelity Management Trust Company	Fidelity Freedom 2020 Fund	-	336,913
*	Fidelity Management Trust Company	Fidelity Freedom 2040 Fund	-	310,673
*	Fidelity Management Trust Company	Fidelity Telecom & Utilities Fund	-	234,604
*	Fidelity Management Trust Company	Fidelity Select Technology Fund	-	231,190
*	Fidelity Management Trust Company	Fidelity Freedom 2025 Fund	-	164,849
*	Fidelity Management Trust Company	Fidelity Select Healthcare Fund	-	146,780
*	Fidelity Management Trust Company	Fidelity Small Cap Stock Fund	-	121,161
	Fidelity Management Trust Company	Wells Fargo Small Cap Investment Fund	-	108,986
*	Fidelity Management Trust Company	Fidelity Freedom 2035 Fund	-	103,490
*	Fidelity Management Trust Company	Fidelity Select Industrials Fund	-	101,748
*	Fidelity Management Trust Company	Fidelity Select Utilities Fund	-	94,884
*	Fidelity Management Trust Company	Fidelity Cap Appreciation Fund	-	79,652
*	Fidelity Management Trust Company	Fidelity Value Fund	-	75,221
*	Fidelity Management Trust Company	Fidelity Select Financial Fund	-	73,792
*	Fidelity Management Trust Company	Fidelity Freedom 2050 Fund	-	70,736
*	Fidelity Management Trust Company	Fidelity Freedom 2010 Fund	-	64,097
*	Fidelity Management Trust Company	Fidelity Freedom Income Fund	-	53,140
*	Fidelity Management Trust Company	Fidelity Freedom 2000 Fund	-	44,333

The Upper Deck Company 401(k) Plan
(I.D. #20-0379590 - Plan #001)
Schedule H, Line 4i - Schedule of Assets (Held at End of Year)

December 31, 2009

(a)	(b)	(c)	(d)	(e)
	Identity of issue, borrower, lessor, or similar party	Description of investment including maturity date, rate of interest, collateral, par or maturity value	Cost	Current Value
*	Fidelity Management Trust Company	Fidelity Freedom 2015 Fund	-	29,314
*	Fidelity Management Trust Company	Fidelity Small Cap Independence Fund	-	24,172
*	Fidelity Management Trust Company	Spartan Extended Market Index Fund	-	13,661
*	Fidelity Management Trust Company	Fidelity Freedom 2045 Fund	-	3,295
*	Fidelity Management Trust Company	Fidelity Freedom 2005 Fund	-	3,103
*	Participant Loans	Loans - interest at 4.25% - 9.25%; secured by vested balances, maturing through 2015	-	181,029
			$ -	$ 13,695,065

*Parties-in-interest



THE UPPER DECK COMPANY
401(k) PLAN
FINANCIAL STATEMENTS

DECEMBER 31, 2009AND 2008

The Upper Deck Company 401(k) Plan
December 31, 2009 and 2008

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CEA, LLP
CERTIFIED PUBLIC ACCOUNTANTS AND CONSULTANTS

Eric Eng, CPA
Mark A. Stepka, CPA, CVA
Ellen Williams, CPA

INDEPENDENT AUDITOR'S REPORT

401(k) Plan Committee, Plan Administrator and Participants
The Upper Deck Company 401(k) Plan
Las Vegas, Nevada

We were engaged to audit the Statement of Net Assets Available for Benefits of The Upper Deck Company 401(k) Plan as of December 31, 2009 and 2008, the Statement of Changes in Net Assets Available for Benefits for the year ended December 31, 2009, and the supplemental schedule as of December 31, 2009 as listed in the accompanying table of contents. These financial statements and supplemental schedule are the responsibility of the Plan's management.

As permitted by 29 CFR 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974, the Plan administrator instructed us not to perform, and we did not perform, any auditing procedures with respect to the information summarized in Note I, which was certified by Fidelity Management Trust Company, the Trustee of the Plan, except for comparing the information with the related information included in the 2009 financial statements and supplemental schedule. We have been informed by the Plan administrator that the Trustee holds the Plan's investment assets and executes investment transactions. The Plan administrator has obtained a certification from the Trustee as of and for the years ended December 31, 2009 and 2008, that the information provided to the Plan administrator by the Trustee is complete and accurate.

Because of the significance of the information in the Plan's financial statements and supplemental schedule that we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and supplemental schedule taken as a whole. The form and content of the information included in the financial statements and supplemental schedule, other than that derived from the information certified by the Trustee, have been audited by us in accordance with auditing standards generally accepted in the United States of America and, in our opinion, are presented in compliance with the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974.

CEA, LLP

July 13, 2010

The Upper Deck Company 401(k) Plan
Statements of Net Assets Available for Benefits

December 31,	2009	2008
Assets		
Investments (at fair value)		
Registered investment companies	$ 12,680,409	$ 1,501,364
Money market fund	833,627	53,834
Loans to participants	181,029	20,890
Total Investments	13,695,065	1,576,088
Receivables		
Employer contributions	-	9,970
Participant contributions	26,213	-
Total Receivables	26,213	9,970
Total Assets	13,721,278	1,586,058
Liabilities		
Corrective distributions payable	1,087	7,715
Net Assets Available for Benefits	**$ 13,720,191**	**$ 1,578,343**

The accompanying notes are an integral part of these financial statements.

The Upper Deck Company 401(k) Plan
Statement of Changes in Net Assets Available for Benefits

For the Year Ended December 31, 2009

Additions	
Changes in net assets attributed to:	
Net realized and unrealized appreciation in fair value of investments	$ 1,326,242
Investment income:	
Interest	5,590
Transfers in from other plans	11,402,734
Participant contributions	366,974
Employer contributions	17,925
Rollovers	-
Total Additions	13,119,465
Deductions	
Deductions from net assets attributed to:	
Benefits paid to participants	(951,110)
Administrative expenses	(26,507)
Total Deductions	(977,617)
Net Increase	12,141,848
Net assets available for benefits	
Beginning of year	1,578,343
End of year	$ 13,720,191

The accompanying notes are an integral part of these financial statements.

The Upper Deck Company 401(k) Plan
Notes to Financial Statements

A. DESCRIPTION OF PLAN

The following description of The Upper Deck Company 401(k) Plan (the Plan) provides only general information. Participants should refer to the Plan Document for a more complete description of the Plan's provisions.

General

The Plan is available to employees of The Upper Deck Company, Inc. (the Company). The Plan consists of an Internal Revenue Code (IRC) Section 401(k) feature, which is a salary deferral arrangement covering all employees who elect to participate beginning on or after the first day of the next month following their employment commencement date. The Plan is subject to the provisions of the Employee Retirement Income Security Act of 10974 (ERISA). The Plan was amended on May 30, 2008 to revise the definition of compensation for employee deferral purposes to exclude commissions, bonuses and overtime pay and to allow participants to make deferral contributions in an amount up to 100% of any employer-paid cash bonus.

Contributions

Each year, participants may contribute up to sixty percent of their pre-tax annual compensation, as defined in the Plan, subject to certain annual federal tax limitations. Participants may also contribute amounts representing distributions from other qualified retirement plans. Effective February 23, 2009, the Plan was amended to suspend the employer matching contribution. Prior to the amendment, the Company matched participant contributions, within prescribed limits, as determined on an annual basis. The Company contributed 50% of the first 6% of compensation that a participant contributed to the Plan. The Company may make a discretionary profit sharing contribution to those eligible participants who completed at least 1,000 hours of service during the year and are employed on the last day of the Plan year. No profit sharing contributions were made in 2009.

Participant Accounts

Participant accounts are credited with the participant's contribution, an allocation of the participating Company's contributions, Plan earnings, and an allocation of administrative expenses. Allocations are based on participant earnings or account balances, as defined. Forfeited balances of terminated participants' nonvested accounts are used first to reduce Company contributions and second to pay trustee and administrative expenses. The Plan used $23,170 to reduce employer contributions during the year ended December 31, 2009. At December 31, 2009 $36,550 is available to pay trustee and administrative expenses. The benefit to which a participant is entitled is the benefit that can be provided from the participant's account.

Vesting

Participants are immediately vested in their contributions plus actual earnings thereon. Vesting in the Company's contribution portion of their account plus actual earnings thereon is based on years of continuous service as follows: 20% vested after two years of service; 40% after three years; 60% after four years; 80% after five years and 100% after six years of service.

A. DESCRIPTION OF PLAN (CONTINUED)

Payment of Benefits

Participants are eligible to receive a lump-sum distribution of benefits upon termination of employment, death, disability, retirement or Plan termination. Distributions may also be made for hardship withdrawals, which are authorized by the Plan administrator and conform to the "deemed hardship" standards set for in Treasure Regulation Section 1.401(k)(d)(2). Such hardship distributions are subject to certain limitations.

Investment Options

Fidelity Management Trust Company as Trustee ("Fidelity" or "Trustee") under a trust agreement holds the assets of the Plan, including all contributions and earnings thereon. Upon enrollment in the Plan, participants may direct contributions to a variety of investment options.

Participant Loans

Participants may borrow from their fund accounts up to a maximum equal to the lesser of $50,000 or 50% of their vested account balance. Loan transactions are treated as a transfer to (from) the investment fund from (to) the Participant Loans fund. The loans are secured by the balance in the participant's account and bear interest at a rate commensurate with local prevailing rates as determined by the Plan administrator. Interest rates ranged from 4.25% to 9.25% at December 31, 2009. Principal and interest is paid ratably through payroll deductions.

Transfers from Other Plans

During the year ended December 31, 2009, certain employees of The Upper Deck Company, Inc. were transferred from related companies. As a result, the account balances of these participants were transferred from the respective plans of their former employers to The Upper Deck Company 401(k) Plan. Transfers of certain employees of The Upper Deck Company, Inc. from related companies totaled $184,411 during the year ended December 31, 2009.

On October 1, 2009, the Upper Deck Company, LLC Teamshare 401(k) Profit Sharing Plan was merged into the Upper Deck Company 401(k) Plan. Prior to the merger, the plans covered eligible employees at The Upper Deck Company, Inc. and The Upper Deck Company, LLC. The transferred net assets have been recognized in the accounts of The Upper Deck Company 401(k) Plan at their balances as previously carried in the accounts of The Upper Deck Company, LLC Teamshare 401(k) Profit Sharing Plan. The changes in net assets of the combined plans are included in the accompanying statement of changes in net assets available for benefits. A summary of the transferred net assets follows:

Investments, at fair value	$ 11,026,310
Participant loans	192,013
	$ 11,218,323

B. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements of the Plan are prepared under the accrual method of accounting.

B. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Accounting Estimates

The Plan administrator uses estimates and assumptions in preparing the Plan's financial statements in accordance with accounting principles generally accepted in the United States of America. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported changes in net assets. Actual results could vary from the estimates that were used.

Valuation of Investments

The Plan's investments are stated at fair value. Shares of registered investment companies are valued at quoted market prices, which represent the net asset value of shares held by the Plan at year-end. Participant loans are valued at cost, which approximates fair value. Purchases and sales on securities are recorded on a trade-date basis. Interest income is recorded on the accrual basis. Dividends are recorded on the ex-dividend date.

Risks and Uncertainties

Investments are exposed to various risks, such as interest rate, market fluctuation and credit. Due to the level of risk associated with certain investments and the level of uncertainty related to changes in the value of investments, it is at least reasonably possible that changes in risks in the near term could materially affect the amounts reported in the statements of net assets available for benefits and the statement of changes in net assets available for benefits.

Plan Expenses

The Plan is sponsored by the Company. Personnel within the Company perform various administrative services for the Plan. The payroll and related overhead costs associated with these services are not included as Plan expenses. Most administrative expenses of the Plan, including consulting, recordkeeping, legal, and audit fees, are paid by the Company. Other record keeping and investment management expenses are paid by the Plan.

Payment of Benefits

Benefits are recorded when paid.

Subsequent Events

The date to which events occurring after December 31, 2009, the date of the most recent statement of net assets available for benefits, have been evaluated for possible adjustment to the financial statements or disclosures is July 13, 2010, which is the date on which the financial statements were available to be issued.

C. INCOME TAX STATUS

The Internal Revenue Service has determined and informed Fidelity Management Trust Company, the Trustee of the Plan, by a letter, dated March 31, 2008, that the Prototype Plan is designed in accordance with applicable sections of the Internal Revenue Code (IRC). The Plan has been amended since receiving the determination letter; however, the Plan administrator believes that the Plan is designed and is currently being operated in compliance with the applicable requirements of the IRC. Accordingly, no provision for taxes has been included in the Plan's financial statements.

D. PLAN TERMINATION

The Company has the right under the Plan to terminate the plan subject to the provisions of ERISA. In the event of plan termination, participants will become 100 percent vested in their accounts.

Certain conditions exist as of the date the financial statements were issued which may result in a material loss to the Plan Sponsor but which will only be resolved when one or more future events occur or fail to occur. The Plan Sponsor's management and legal counsel assess such contingent liabilities as remote as of that date.

E. PARTY-IN-INTEREST TRANSACTIONS

There were no party-in-interest transactions between the Plan and Fidelity, other than payment of investment fees from the Plan assets for services rendered.

F. CORRECTIVE DISTRIBUTIONS PAYABLE

The Internal Revenue Code and the Plan limit the amount certain highly compensated individuals may contribute, based on amounts contributed by lower compensated individuals. The Plan failed to pass certain nondiscrimination tests related to these limitations for the years ended December 31, 2009 and 2008. As a result, the Plan was required to return excess contributions for the year ended December 31, 2008. The accompanying financial statements include $1,087 and $7,715 in corrective distributions payable related to these issues for the years ended December 31, 2009 and 2008, respectively.

G. FAIR VALUE MEASUREMENTS

Generally accepted accounting principles establishes a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1 measurements), and the lowest priority to unobservable inputs (level 3 measurements). The three levels of the fair value hierarchy are described below:

Level 1 Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Plan has the ability to access.

Level 2 Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in active markets;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

G. FAIR VALUE MEASUREMENTS (CONTINUED)

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

Following is a description of the valuation methodologies used for assets measured at fair value.

Registered Investment Companies: Valued at the net asset value ("NAV") of shares held by the Plan at year-end.

Participant Loans: Valued at amortized cost, which approximates fair value.

The method described above may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, while the Plan believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table sets forth, by level, with the fair value hierarchy, the Plan's assets at fair value as of December 31:

Assets at Fair Value as of December 31, 2009

	Level 1	Level 2	Level 3	Total
Registered investment companies	$12,680,409	$ -	$ -	$12,680,409
Money market fund	833,627	-	-	833,627
Participant loans	-	-	181,029	181,029
Total assets at fair value	$13,514,036	$ -	$ 181,029	$13,695,065

Assets at Fair Value as of December 31, 2008

	Level 1	Level 2	Level 3	Total
Registered investment companies	$ 1,501,364	$ -	$ -	$ 1,501,364
Money market fund	53,834	-	-	58,384
Participant loans	-	-	20,890	20,890
Total assets at fair value	$ 1,555,197	$ -	$ 181,029	$ 1,576,088

G. FAIR VALUE MEASUREMENTS (CONTINUED)

Level 3 Gains and Losses

The table below sets forth a summary of changes in the fair value of the Plan's level 3 assets for the year ended December 31:

	Level 3 Assets	
	Year Ended December 31, 2009	
	2009	2008
Balance, beginning of year	$ 20,890	$ 17,045
Purchases, sales, issuances and settlements (net)	(31,874)	3,845
Merger	192,013	-
Balance, end of year	$ 181,029	$ 20,890

H. INVESTMENTS

The following presents investments at December 31, 2009 and 2008 that represents 5% or more of the Plan's net assets.

	2009	2008
Fidelity Growth Company Fund (23,800 and 2,558 shares, respectively)	$ 1,641,690	$ 125,232
Fidelity Low Price Stock Fund (39,809 and -0- shares, respectively)	1,271,490	*
Rainier Small/Mid Cap Fund (45,235 and 5,039 shares, respectively)	1,183,350	101,533
Fidelity Diversified International Fund (38,707 and 8,831 shares, respectively)	1,083,806	189,961
Fidelity Balanced Fund (62,830 and 13,185 shares, respectively)	1,027,899	172,985
Fidelity Equity Income Fund (25,191 and 10,907 shares, respectively)	985,969	336,688
Fidelity Retirement Money Market Portfolio (833,627and 53,834 shares, respectively)	833,627	*
Fidelity Freedom 2030 Fund (62,387 and 3,999 shares, respectively)	772,969	*
Fidelity Intermediate Bond (75,798 and 17,246 shares, respectively)	769,348	156,765
Fidelity Small Cap Stock Fund (7,601 and 9,516 shares, respectively)	*	93,253
Fidelity Fund (18,179 and 3,643 shares, respectively)	*	82,906

*Investments did not represent 5% or more of the Plan's net assets available for benefits.

I. INVESTMENT CERTIFIED BY TRUSTEE (UNAUDITED)

At December 31, 2009 and 2008, the Plan's investments were held by the Trustee. The following is a summary of the Plan's financial information that is included in the financial statements based on information certified by the Trustee as complete and accurate in accordance with Section 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and disclosure under the Employee Retirement Income Security Act of 1974.

The fair value of investments at December 31, 2009 and 2008, as reported by the Trustee is summarized as follows:

	2009	2008
Fidelity Growth Company Fund	$ 1,641,690	$ 125,232
Fidelity Low Price Stock Fund	1,271,490	-
Rainier Small/Mid Cap Fund	1,183,350	101,533
Fidelity Diversified International Fund	1,083,806	189,961
Fidelity Balanced Fund	1,027,899	172,985
Fidelity Equity Income Fund	985,969	336,688
Fidelity Retirement Money Market Portfolio	833,627	53,834
Fidelity Freedom 2030 Fund	772,969	39,033
Fidelity Intermediate Bond	769,348	156,765
Fidelity OTC Portfolio Fund	563,951	14,533
Fidelity Fund	515,181	82,906
Fidelity Select Natural Resources Fund	374,962	35,942
Fidelity Freedom 2020 Fund	336,913	6,757
Fidelity Freedom 2040 Fund	310,673	4,720
Fidelity Telecom & Utilities Fund	234,604	18,736
Fidelity Select Technology Fund	231,190	8,812
Fidelity Freedom 2025 Fund	164,849	1,855
Fidelity Select Healthcare Fund	146,780	12,023
Fidelity Small Cap Stock Fund	121,161	93,253
Wells Fargo Small Cap Investment Fund	108,986	-
Fidelity Freedom 2035 Fund	103,490	20,650
Fidelity Select Industrials Fund	101,748	10,578
Fidelity Select Utilities Fund	94,884	9,319
Fidelity Cap Appreciation Fund	79,652	266
Fidelity Value Fund	75,221	488
Fidelity Select Financial Fund	73,792	4,389
Fidelity Freedom 2050 Fund	70,736	6,466
Fidelity Freedom 2010 Fund	64,097	14,199
Fidelity Freedom Income Fund	53,140	14,010
Fidelity Freedom 2000 Fund	44,333	3,991
Fidelity Freedom 2015 Fund	29,314	13,356
Fidelity Small Cap Independence Fund	24,172	253
Spartan Extended Market Index Fund	13,661	535
Fidelity Freedom 2045 Fund	3,295	865
Fidelity Freedom 2005 Fund	3,103	265
Participant Loans	181,029	20,890
	$ 13,695,065	$ 1,576,088

I. INVESTMENT CERTIFIED BY TRUSTEE (UNAUDITED) (CONTINUED)

Interest income, as reported by the Trustee at December 31, 2009	$ 5,590

During 2009, the Plan's investments (including gains and losses on investments bought and sold, as well as held during the year) appreciated in value as follows:

Registered Investment Companies	$ 1,326,242

Information included in the Schedule H, Line 4i - Schedule of Assets (Held at End of Year) as it relates to Fidelity Management Trust Company was also certified by the Trustee.

J. RECONCILIATION OF FINANCIAL STATEMENTS TO FORM 5500

The following is a reconciliation of net assets available for Plan benefits per the financial statements at December 31, 2009 and 2008 to the Form 5500:

	2009	2008
Net Assets available for benefits per the financial statements	$ 13,720,191	$ 1,578,343
Less: Receivable for Employer match at year end	-	(9,970)
Less: Receivable for participant contribution at year end	(26,213)	-
Add: Accrual for corrective distributions at year end	1,087	7,715
Net assets available for Plan benefits per Form 5500	$ 13,695,065	$ 1,576,088

The following is a reconciliation of changes in net assets available for benefits per the financial statements the year ended December 31, 2009 to Form 5500:

Net increase in net assets available for benefits per the financial statements	$ 12,141,848
Employer contributions	
Add: Receivable for Employer match at December 31, 2008	9,970
Less: Receivable for Employer match at December 31, 2009	-
Participant contributions	
Less: Receivable for participant contributions at December 31, 2009	(26,213)
Less: Accrual for corrective distributions at December 31, 2008	(7,715)
Add: Accrual for corrective distributions at December 31, 2009	1,087
Net increase in net assets available for benefits per Form 5500	$ 12,118,977

K. PARTIAL PLAN TERMINATION

During the year ended December 31, 2008, the Plan Sponsor, The Upper Deck Company, Inc., downsized a significant portion of its workforce. The Company terminated greater than 20% of its eligible plan participants and, as required, announced a retroactive partial plan termination effective January 1, 2008. Upon partial termination of the Plan, all affected participants became fully vested in accrued benefits at the termination date.

During the year ended December 31, 2009, following the merger of the Upper Deck Company, LLC and The Upper Deck Company, Inc., the Plan Sponsor further reduced its workforce and announced a second partial plan termination, effective November 1, 2009. At this time, all remaining participants became fully vested in accrued benefits at the termination date.

SUPPLEMENTAL INFORMATION

The Upper Deck Company 401(k) Plan
(I.D. #20-0379590 - Plan #001)
Schedule H, Line 4i - Schedule of Assets (Held at End of Year)

December 31, 2009

(a)	(b)	(c)	(d)	(e)
	Identity of issue, borrower, lessor, or similar party	Description of investment including maturity date, rate of interest, collateral, par or maturity value	Cost	Current Value
*	Fidelity Management Trust Company	Fidelity Growth Company Fund	-	1,641,690
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	Rainier Investment Management, Inc.	Rainier Small/Mid Cap Fund	-	1,183,350
*	Fidelity Management Trust Company	Fidelity Diversified International Fund	-	1,083,806
*	Fidelity Management Trust Company	Fidelity Balanced Fund	-	1,027,899
*	Fidelity Management Trust Company	Fidelity Equity Income Fund	-	985,969
*	Fidelity Management Trust Company	Fidelity Retirement Money Market Portfolio	-	833,627
*	Fidelity Management Trust Company	Fidelity Freedom 2030 Fund	-	772,969
*	Fidelity Management Trust Company	Fidelity Intermediate Bond	-	769,348
*	Fidelity Management Trust Company	Fidelity OTC Portfolio Fund	-	563,951
*	Fidelity Management Trust Company	Fidelity Fund	-	515,181
*	Fidelity Management Trust Company	Fidelity Select Natural Resources Fund	-	374,962
*	Fidelity Management Trust Company	Fidelity Freedom 2020 Fund	-	336,913
*	Fidelity Management Trust Company	Fidelity Freedom 2040 Fund	-	310,673
*	Fidelity Management Trust Company	Fidelity Telecom & Utilities Fund	-	234,604
*	Fidelity Management Trust Company	Fidelity Select Technology Fund	-	231,190
*	Fidelity Management Trust Company	Fidelity Freedom 2025 Fund	-	164,849
*	Fidelity Management Trust Company	Fidelity Select Healthcare Fund	-	146,780
*	Fidelity Management Trust Company	Fidelity Small Cap Stock Fund	-	121,161
	Fidelity Management Trust Company	Wells Fargo Small Cap Investment Fund	-	108,986
*	Fidelity Management Trust Company	Fidelity Freedom 2035 Fund	-	103,490
*	Fidelity Management Trust Company	Fidelity Select Industrials Fund	-	101,748
*	Fidelity Management Trust Company	Fidelity Select Utilities Fund	-	94,884
*	Fidelity Management Trust Company	Fidelity Cap Appreciation Fund	-	79,652
*	Fidelity Management Trust Company	Fidelity Value Fund	-	75,221
*	Fidelity Management Trust Company	Fidelity Select Financial Fund	-	73,792
*	Fidelity Management Trust Company	Fidelity Freedom 2050 Fund	-	70,736
*	Fidelity Management Trust Company	Fidelity Freedom 2010 Fund	-	64,097
*	Fidelity Management Trust Company	Fidelity Freedom Income Fund	-	53,140
*	Fidelity Management Trust Company	Fidelity Freedom 2000 Fund	-	44,333

The Upper Deck Company 401(k) Plan
(I.D. #20-0379590 - Plan #001)
Schedule H, Line 4i - Schedule of Assets (Held at End of Year)

December 31, 2009

(a)	(b)	(c)	(d)	(e)
	Identity of issue, borrower, lessor, or similar party	Description of investment including maturity date, rate of interest, collateral, par or maturity value	Cost	Current Value
*	Fidelity Management Trust Company	Fidelity Freedom 2015 Fund	-	29,314
*	Fidelity Management Trust Company	Fidelity Small Cap Independence Fund	-	24,172
*	Fidelity Management Trust Company	Spartan Extended Market Index Fund	-	13,661
*	Fidelity Management Trust Company	Fidelity Freedom 2045 Fund	-	3,295
*	Fidelity Management Trust Company	Fidelity Freedom 2005 Fund	-	3,103
*	Participant Loans	Loans - interest at 4.25% - 9.25%; secured by vested balances, maturing through 2015	-	181,029
			$ -	$ 13,695,065

*Parties-in-interest