

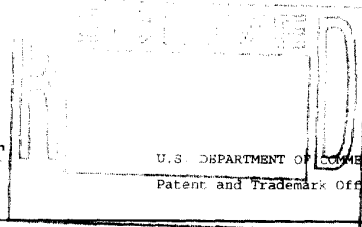
NRD 6-22-98

07-02-1998



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TRER SHEET



FORM PTO-1594  
1-31-92

TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
LENACO CORPORATION

Individual(s)             Association  
 General                     Limited  
   Partnership                    Partnership  
 Corporation - State California

Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?     Yes     No

2. Name and address of receiving party(ies):  
Name: Advantage Marketing Associates, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 1560 Frontenac Road, Suite 160  
\_\_\_\_\_  
City: Naperville  
State: Illinois                    Zip: 60563

3. Nature of Conveyance:

Assignment                     Merger  
 Security Agreement     Change of Name  
 Other \_\_\_\_\_

Execution Date: June 15, 1998

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation - State Illinois  
 Other \_\_\_\_\_

If assignee is not domiciled in the U.S., a domestic representative designation is attached:     Yes     No  
(Designation must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  
 Yes     No

4. Application number(s) or registration number(s):  
A. Trademark Application No. (s)  
74/329,351

Additional numbers attached?     Yes     No

B. Trademark Registration No. (s)  
1,847,353

5. Name and address of party to whom correspondence concerning document should be mailed

Name: Jerry G. Wright, Esq.  
Internal Address: FLEHR HOHBACH TEST  
ALBRITTON & HERBERT LLP

Street Address: SUITE 3400  
FOUR EMBARCADERO CENTER  
City: SAN FRANCISCO  
State: CA                    Zip: 94111-4187

6. Total number of applications and registrations involved:    1

7. Total fee (37 CFR 3.41): ..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 06-1300  
Please debit any underpayment or credit any overpayment to the above deposit account.

Our Order No. TA-36148-20/JGW  
(Attach duplicate of this page if paying by deposit account)

DO NOT USE THIS SPACE

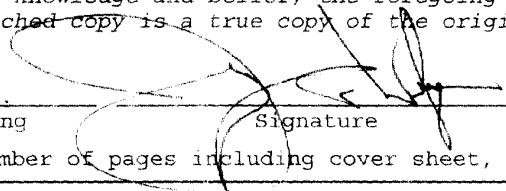
07/02/1998 JWH/KMS 0000076 1047353 400000

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jerry G. Wright, Esq.

Name of Person Signing

  
Signature

17 Jun 98

Date

Total number of pages including cover sheet, attachments and document: [5]

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

File No. TA-36148-20/JGW


590271

ASSIGNMENT


WHEREAS, LENACO CORPORATION, a California corporation, having a place of business at So. San Francisco, California, is owner of United States Trademark Registration No. 1,847,353, issued July 26, 1994 for the trademark RE NATURE:

WHEREAS, ADVANTAGE MARKETING ASSOCIATES, INC., an Illinois Corporation, having a place of business at 1560 Frontenac Road, Suite 160, Naperville, Illinois 60563, is desirous of acquiring said RE NATURE trademark registration.

NOW, THEREFORE, for good and valuable consideration, LENACO CORPORATION hereby assigns to ADVANTAGE MARKETING ASSOCIATES, INC. all right, title and interest in the United States in and to said trademark together with the goodwill of the business symbolized by said trademark.

Signed at South San Francisco, California, this 15<sup>th</sup> day of June, ~~1994.~~ 1998. 

LENACO CORPORATION

By:   
Randy R. Dilena  
Vice-President

File TA-36148-20/JGW