



07-10-1998

SHEET

MEMO 6-15-98



100759932

Tab setting: 8

To the Honorable Commissioner of Patents and Trademarks

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Address of receiving party(ies):

Consolidated Marketing International

Sweda Company, LLC

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

Name: _____

Internal Address: _____

Street Address: 475 East Duarte Road

City: Monrovia State: CA Zip: 91016

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

- Individual(s) citizenship: _____
- Association
- General Partnership
- Limited Partnership
- Corporation State
- Other CA Limited Liability Company

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 6/1/98

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No(s):
SWEDA 1,365,479

Additional numbers attached? Yes No

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

Terri Branson

Name: _____

Internal Address: Lewis, Rice & Fingersh, L.C.

Street Address: 500 N. Broadway, Suite 2000

City: St. Louis State: MO Zip: 63102

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:

(Attach duplicate copy of this page if paying by deposit account)

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40.00 DP

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.

Terri Branson

6/12/98

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1

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

Commissioner of Patents & Trademarks, Box Assignments

Washington, DC 20231

TRADEMARK
REEL: 1757 FRAME: 0968

ASSIGNMENT OF TRADEMARK

WHEREAS, Consolidated Marketing International, a California corporation having a place of business at 475 East Duarte Road, Monrovia, California 91016 ("Assignor"), has adopted, used and is using the trademark SWEDA and is the owner of United States Trademark Registration No. 1,365,479 (collectively the "Mark");

WHEREAS, Sweda Company, LLC, a California limited liability company, having a place of business at 475 East Duarte Road, Monrovia, California 91016 ("Assignee"), desires to obtain all rights in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest throughout the world in and to the Mark and its associated goodwill, the same to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, together with all of Assignor's claims for damages by reason of past infringement of said Mark, with the right to sue for and collect the same, for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, free and clear of all liens, claims, charges, security interests and other interests or encumbrances.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 1st day of June, 1998.

CONSOLIDATED MARKETING
INTERNATIONAL

By: _____

Name: *Sherwin Zimmering*

Title: *V.P.*

STATE OF California)
) SS.:
COUNTY OF Los Angeles)

On June 3, 1998 before me, Cheryl L. Wiese, a notary public, personally appeared Sherwin Zimring ~~personally known to me~~ (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Notary Seal

Cheryl L. Wiese
Notary Public

