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attached original documents or copy thereof.

To the Honorable Commissioner of Patents 100825936

1. Name of conveying party(ies):
 THANE MARKETING INTERNATIONAL
 78-140 Calle Tampico, Suite 201
 La Quinta, California 92253

MPD
8-31-98

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

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

2. Name and address of receiving party(ies)
 Name: THANE INTERNATIONAL, INC.
 Internal Address: Same as below
 Street Address: 78-140 Calle Tampico, Suite 201
 City: La Quinta State: CA ZIP: 92253

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State of Delaware
 Other _____

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 25, 1998

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s)
2,016,230 Registered November 12, 1996

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Scott W. Kelley, Esq.
 Name: KELLY BAUERSFELD LOWRY & KELLEY, LLP
 Internal Address: Same as below
 Street Address: 6320 Canoga Avenue, Suite 1650
 City: Woodland Hills State: CA ZIP: 91367

6. Total number of applications and registrations involved: 1

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

8. Deposit account number: _____
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Scott W. Kelley, Esq.
 Name of Person Signing

Signature

August 31, 1998
 Date

Total number of pages including cover sheet, attachments, and documents: 3

THANE-34789
SWK: bgp

Mall documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1786 FRAME: 0726

TRADEMARK ASSIGNMENT

WHEREAS, Thane Marketing, a corporation of the State of California, as indicated on the records of the U.S. Patent and Trademark Office, owns the U.S. Trademark Registration identified as follows:

1. U.S. Trademark Registration No. 2,016,230, registered November 12, 1996, for the mark TTOUCH.

WHEREAS, Thane International, Inc., a corporation of the State of Delaware with its principal place of business at 78-140 Calle Tampico, Suite 201, La Quinta, California 92253, is desirous of acquiring the above-identified U.S. Trademark Registration, together with all associated good will.

NOW, THEREFORE, for good and valuable consideration, Thane Marketing, a California Corporation, assigns and transfers to Thane International, Inc., a Delaware Corporation, all right, title and interest in and to the above-identified trademark registration and all good will of the business symbolized by this mark.

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:

Scott W. Kelley
KELLY BAUERSFELD LOWRY & KELLEY, LLP
6320 Canoga Avenue
Suite 1650
Woodland Hills, California 91367

THANE INTERNATIONAL, INC.

Date: 8/25/, 1998


Denise DuBarry
Vice President

State of California)
County of Riverside)

On August 25, 1998 before me, Suzi Ross, Notary

Public, personally appeared DENISE DUBARRY,

- personally known to me
- proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, of the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Suzi Ross
(Signature of Notary)

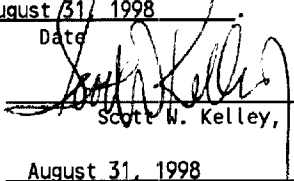


I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, D.C. 20231 on

August 31, 1998

Date

By:



Scott W. Kelley, Reg. No. 30,762

August 31, 1998

Date of Signature