

11-05-1998

1100-TM-002

FORM PTO-1594

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE



100869584

10-8-98

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

1. Name of conveying party(ies):  
 The Joseph Stevens Group, Inc.

Individual(s)                       Association  
 General Partnership             Limited  
 Corporation-State             Partnership  
 Other \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
 Name: JSG, L.L.C.

Internal Address: \_\_\_\_\_

Street Address: 5440 Morehouse Drive  
Suite 2000-B

City: San Diego State CA Zip 92121

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other California Limited Liability Company  
 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 names(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

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

Execution Date: March 22, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
2,074,680

Additional numbers attached?  Yes  No

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

Name: Kenneth F. Florek, Esq.

Internal Address: \_\_\_\_\_

HEDMAN, GIBSON & COSTIGAN, P.C.

Street Address: \_\_\_\_\_

1185 Avenue of the Americas

City: New York State: NY Zip: 10036

7. Total fee (37 CFR 3.41).....\$40.00

Enclosed

Authorized to be charged to Deposit Account

8. Deposit Account Number: 08-1540

Authorization is given to charge Deposit Account if the enclosed fee is deficient

6. Total Number of applications and registrations involved: 1

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01 FC:481                      40.00 DP                      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.

Kenneth F. Florek  
 Name

[Signature]  
 Signature

Reg. No. 33,173

October 6, 1998  
 Date

(Total number of pages including cover sheet, attachments and document: 2)

TRADEMARK  
 REEL: 1808 FRAME: 0821

ASSIGNMENT

WHEREAS, The Joseph Stevens Group, Inc., a California corporation, whose address is 5440 Morehouse Drive, Suite 2000-B, San Diego, CA 92121 had adopted and used in its business the trademark "DIAL-4-LESS", which is registered in the United States Patent and Trademark Office as follows:

"DIAL-4-LESS", Registration No. 2,074,680.

WHEREAS, JSG, L.L.C., an LLC organized and existing under the laws of California, whose address is 5440 Morehouse Drive, Suite 2000-B, San Diego, CA 92121 is desirous of acquiring said mark and the good will of the business associated with such mark.

Now, THEREFORE, in consideration of and in exchange for the sum of \$10.00 and other good and valuable consideration, receipt of which is hereby acknowledged, The Joseph Stevens Group, Inc. does assign unto JSG, L.L.C., all of its rights, title and interest in and to said trademark "DIAL-4-LESS", together with that part of the goodwill of the business associated with the use of and symbolized by said mark as of March 22, 1998. The Joseph Stevens Group, Inc. represents and warrants: that it is the owner of the mark; and, that the registration is assigned free of any liens, security interests or other encumbrances. The Joseph Stevens Group, Inc. acknowledges and agrees that JSG, L.L.C. does not assume and that this assignment shall not be subject to any obligations or liabilities of The Joseph Stevens Group, Inc. in connection with this trademark or registration.

The Joseph Stevens Group, Inc.

Date: 3/22/98

By  Steve Rohrlick  
President