

06-10-1999

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To the Honorable Commissioner

101059139

attached original documents or copy thereof.

1. Name of conveying party(ies):

Anthony J. Robbins

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

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

3. Nature of conveyance:

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

Execution Date: 12/31/98

2. Name and address of receiving party(ies)

Name: Robbins Research International, Inc.

Internal Address:

Street Address: 9191 Towne Centre Dr. 6th Floor

City: San Diego State: CA ZIP: 92122

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,731,732

Additional numbers attached? Yes No

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

Name: John H. Alspaugh, Esq.

Internal Address:

Street Address: Seltzer Caplan
Wilkins & McMahon

750 B Street, Suite 2100

City: San Diego State: CA ZIP: 92101

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)

DO NOT USE THIS SPACE

NO fee

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.

John H. Alspaugh
Name of Person Signing

John H. Alspaugh
Signature

12/31/98
Date

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

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

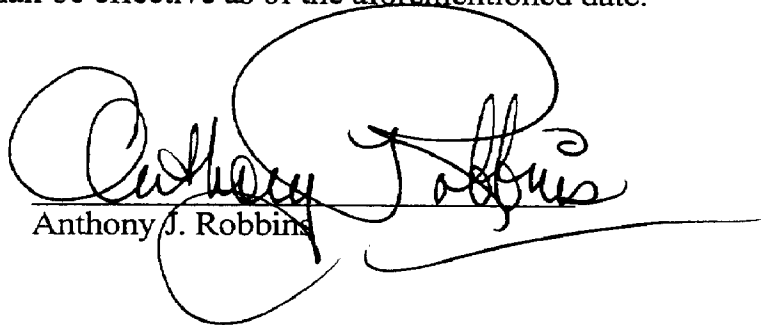
ASSIGNMENT OF SERVICE MARK

Anthony J. Robbins ("Assignor") has adopted, used, and is using the service mark "Fear Into Power – The Firewalk Experience" in connection with his business of conducting educational classes and seminars in the field of personal improvement (the "Service Mark"). Assignor registered his Service Mark with the Federal Patent and Trademark Office Principal Register on November 10, 1992, as Registration No. 1,731,732.

Assignor, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby transfers and assigns to Robbins Research International, Inc., a California corporation, all right, title, and interest of Assignor in and to the Service Mark and the goodwill of the business symbolized thereby.

By this document, the parties desire and intend to formalize in writing their previous understanding that this Service Mark was to be assigned as of November 11, 1992. Therefore, the assignment set forth herein shall be effective as of the aforementioned date.

Dated: 12/31, 1998.


Anthony J. Robbins

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TRADEMARK

REEL: 001911 FRAME: 0537



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
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Washington, D.C. 20231

MAY 20, 1999

PTAS

SELTZER CAPLAN WILKINS & MCMAHON
JOHN H. ALSPAUGH, ESQ.
750 B. STREET, SUITE 2100
SAN DIEGO, CA 92101



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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 100977610

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

1. A FEE WAS NOT SUBMITTED WITH THIS DOCUMENT. AUTHORIZATION TO CHARGE WAS NOT GRANTED. THE REQUIRED FEE IS \$25 .

ANTIONE ROYALL, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

*"Fear Into Power - The
Firewalk
Experience"*