

06-17-1999



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To the Honorable Commissioner of Patents and Trademark.

1. Name of conveying party(ies):
National Media Corporation
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: e4L, Inc.
Internal Address: _____

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

Street Address: 15821 Ventura Blvd.,
Suite 570
City: Encino State: CA ZIP: 91436

Execution Date: June 7, 1999

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

4. Application number(s) or trademark number(s):
If this document is being filed together with a new application, the execution date of the application is: _____

A. Trademark Application No.(s) 75/451,602 B. Trademark Reg. No.(s)
Additional numbers attached? Yes No

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

6. Total number of applications and patents involved: 1

Name: Karin E. Peterka
Internal Address: Buchalter, Nemer,
Fields & Yoncner

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

Street Address: 601 S. Figueroa, Suite 2400
Los Angeles, CA 90017-5704
City _____ State _____ ZIP _____

8. Deposit account number: 500977
(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.

Karin E. Peterka Karin E. Peterka June 9, 1999
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 1

Do not detach this portion

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

06/16/1999 NTHA11 00000118 75451602 Box Assignment
Assistant Commissioner for Patents
Washington, D.C. 20231
40.00
01 FC:481

TRADEMARK ASSIGNMENT

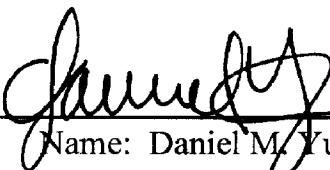
WHEREAS, NATIONAL MEDIA CORPORATION, a Delaware corporation, with a business address of 1835 Market Street, Suite 1100, Philadelphia, Pennsylvania 19103, referred to herein as "ASSIGNOR," has adopted, used and is using since at least as early as April 17, 1998, the mark entitled "RED DEVIL" (the "Mark"), for which application for registration in the United States Patent and Trademark Office has been made and for which application serial number 75/451,602 has been assigned;

WHEREAS, e4L, Inc., a Delaware corporation with a business address of 15821 Ventura Boulevard, Suite 570, Encino, California 91436, referred to herein as "ASSIGNEE", is desirous of acquiring said mark and the subsequent registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title and interest throughout the United States of America in and to the Mark, together with the goodwill of the business symbolized by the Mark.

Signed at LOS ANGELES, this 7TH day of JUNE, 1999

NATIONAL MEDIA CORPORATION
ASSIGNOR

By: 
Name: Daniel M. Yukelson
Title: Executive Vice President Finance
Chief Financial Officer