

06-23-1999

FORM PTO-1595

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6-21-99



EET

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

101072266

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

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 14, 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)

B. Trademark Reg. No. (s)

See attached Exhibit A to Assignment

Additional numbers attached? Yes No

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

Name: Karin E. Peterka

Internal Address: Buchalter, Nemer,

Fields & Younger

Street Address: 601 S. Figueroa, Suite 2400

City Los Angeles State CA ZIP 90017-5704

deposit account)

6. Total number of applications and trademarks involved: 10

7. Total fee (37 CFR 3.41): \$ 265.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

500977

(Attach duplicate copy of this page if paying by

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

Signature

Date

Total number of pages comprising cover sheet: 1

06/22/1999 MTR11 0000190 7552572

Do not detach this portion

01 FC:481
02 FC:482

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

40.00 OP
225.00 OP

Box Assignment
Assistant Commissioner for Patents
Washington, D.C. 20231

TRADEMARK
REEL: 001916 FRAME: 0819

OMNIBUS ASSIGNMENT

EXHIBIT A

MARK	SERIAL NUMBER	FILING DATE	ATTORNEY DOCKET NO.
1. 4 MINUTE FITNESS	75/525,872	07/27/98	Q4004-5003
2. TIME WORKS	75/496,045	06/04/98	Q4004-5004
3. TIME WORKS: THE 4 MINUTE FITNESS MACHINE	75/423,282	01/26/98	Q4004-5005
4. TIME LINE	75/423,060	01/26/98	Q4004-5006
5. EVERYTHING4LESS AND DESIGN	75/627,800	01/25/99	Q4004-5007
6. EVERYTHING FOR AUCTION	75/625,278	01/22/99	Q4004-5008
7. EVERYTHING4AUCTION	75/625,489	01/22/99	Q4004-5009
8. EVERYTHING4LESS	75/625,279	01/22/99	Q4004-5010
9. INFUSION	75/554,846	09/17/98	Q4004-5011
10. RIPPLE EFFECT RESISTANCE SYSTEM	75/617,763	01/07/99	Q4004-5012

OMNIBUS 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," owns the mark listed on the attached Exhibit A (the "Marks"), for which applications for registration in the United States Patent and Trademark Office have been made and for which application serial numbers have 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 the Marks and any subsequent registrations thereof;

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

Signed at Los Angeles, this 14th day of June, 1999.

NATIONAL MEDIA CORPORATION
ASSIGNOR

By: _____


Name: Daniel M. Yukelson

Title: Executive Vice President Finance
Chief Financial Officer