

7-12-99



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To the Honorable Commission of Patents and

documents or copy thereof.

1. Name of conveying party(ies):

Paul Flum Ideas, Inc.

- Individual(s)
- General partnership
- Corporation-State-MISSOURI
- 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: July 7, 1999

2. Name and address of receiving party(ies)

Name: Goals For Americans Foundation

Street Address: 11100 Linpage Place

City: St. Louis State: MO Zip: 63132

- Individual(s) Citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Missouri not-for-profit corporation

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. 75/441,127

B. Trademark No.(s)

Additional numbers attached?  Yes  No

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

Name: Samuel Digirolamo, Esq.

Haverstock, Garrett & Roberts

Street Address: 611 Olive Street, Suite 1610

City: St. Louis State: MO Zip: 63101

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)

07/12/1999 MTHAI1 00000156 75441127

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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.

Samuel Digirolamo

Name of Person Signing

Signature

7 JUL 99

Date

Total number of pages including cover sheet, attachments, and document: [ 4 ]

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

Commission of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK

REEL: 001926 FRAME: 0673

## ASSIGNMENT AND DEED OF CONFIRMATION

WHEREAS, PAUL FLUM IDEAS, INC., a Missouri corporation, having its principal office and place of business at 11100 Linpage Place, St. Louis, Missouri 63132, filed U.S. Trademark Application Serial No. 75/441,127, on February 26, 1998, as the sole and exclusive owner thereof, for the mark THE PRISM for a compilation of articles published periodically in booklet, pamphlet, brochure, and/or magazine form dealing with issues in the fields of population growth, nuclear weapons, natural resources, pollution, education, ecology, environment, parenthood, children's rights, economics, human rights and democracy, in International Class 16; and

WHEREAS, PAUL FLUM IDEAS, INC., through its president, Mr. Paul Flum, has established a portion of its business which, from time-to-time, has published booklets, articles, pamphlets, brochures and other print material, including documents published under the trademark AMERICA AND THE FUTURE, which portion of its business deals with a multitude of issues including issues in the fields of population growth, nuclear weapons, natural resources, pollution, education, ecology, environment, parenthood, children's rights, economics, human rights and democracy; and

WHEREAS, the mark THE PRISM and U.S. Trademark Application Serial No. 75/441,127 pertain to the above-identified portion of the business of PAUL FLUM IDEAS, INC.; and

WHEREAS, PAUL FLUM IDEAS, INC., through its president, Mr. Paul Flum, has also established a foundation under the name of GOALS FOR AMERICANS FOUNDATION to

operate and continue the above-identified portion of the business of PAUL FLUM IDEAS, INC., including that portion of the business pertaining to the mark THE PRISM and U.S. Trademark Application Serial No. 75/441,127; and

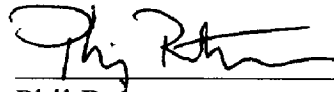
WHEREAS, GOALS FOR AMERICANS FOUNDATION, a Missouri not-for-profit corporation, having its principal office and place of business at 11100 Linpage Place, St. Louis, Missouri 63132, was and is desirous of acquiring the above-identified portion of the business of PAUL FLUM IDEAS, INC., including the entire right, title and interest in and to the marks employed therewith and specific to that portion of the business, and any and all registrations and/or applications for registration thereof, including in and to the mark THE PRISM, and in and to said U.S. Trademark Application Serial No. 75/441,127, together with the goodwill of that part of the business associated with said marks and registrations and/or applications for registration, including U.S. Trademark Application Serial No. 75/441,127;

THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, PAUL FLUM IDEAS, INC., has sold, assigned and transferred and does hereby confirm the sale, assignment, and transfer to GOALS FOR AMERICANS FOUNDATION of the above-identified portion of the business of PAUL FLUM IDEAS, INC., and all of its right, title and interest in and to the marks employed therewith and specific to that portion of the business, and any and all registrations and/or applications for registration thereof, including in and to the mark THE PRISM, and in and to said U.S. Trademark Application Serial No. 75/441,127 together with the goodwill of that part

of the business connected with the use of and symbolized by said marks and registrations and/or applications for registration, including U.S. Trademark Application Serial No. 75/441,127.

IN WITNESS WHEREOF, Phil Robertson, Senior Vice President and General Manager of PAUL FLUM IDEAS, INC., has hereunto executed this document this 7<sup>th</sup> day of July, 1999.

PAUL FLUM IDEAS, INC.

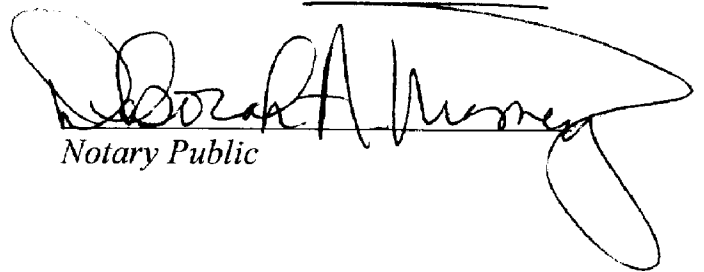


Phil Robertson  
Senior Vice President and General Manager

STATE OF MISSOURI, :  
: SS:  
COUNTY OF ST. LOUIS, :

On this 7 day of July, 1999, before me personally appeared Phil Robertson to me known to be the person described in and who executed the foregoing instrument as his free act and deed.

In witness whereof, I have hereunto set my hand and affixed my notarial seal the day and year last above written.

  
Notary Public

My commission expires:

(SEAL)

DEBORAH A. NIEMEYER  
Notary Public — Notary Seal  
STATE OF MISSOURI  
St. Louis County  
My Commission Expires: October 20, 2002

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