



08-05-1999



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Tab setting:

07-21-1999

To the H.L.

U.S. Patent & TMO/TM Mail Rcpt Dt. #30

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shed original documents or copy thereof.

1. Name of conveying party(ies):

Primo Angeli Inc.

- Individual(s)
- General Partnership
- Corporation-State California
- 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: June 23, 1999

2. Name and address of receiving party(ies):

Name: Primo Acquisition Corp., INC.

Internal Address: c/o Lighthouse Holdings, Inc.
Suite 3410

Street Address: 676 North Michigan Avenue

City: Chicago State: IL ZIP: 60611

- 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 registration number(s):

A. Trademark Application No.(s)

75/377,836

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Name: Tanya L. Curtis

Internal Address: Katten Muchin & Zavis
Suite 1600

Street Address: 525 West. Monroe Street

City: Chicago State: IL ZIP: 60661

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)

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40.00 DP

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.

Deborah A. Wing
Name of Person Signing

[Signature]
Signature

7/21/99
Date

Total number of pages comprising cover sheet:

1

ASSIGNMENT OF INTENT TO USE
TRADEMARK REGISTRATION APPLICATION

WHEREAS, **PRIMO ANGELI INC.**, a California corporation ("Assignor"), having a bona fide intent to use in its business the trademark **MAKING PEOPLE RESPOND** (the "Trademark"), for which it filed on October 23, 1997 an application for registration in the United States Patent and Trademark Office (Serial No. 75/377,836);

WHEREAS, Assignor has transferred all of its business to which the Trademark pertains to **PRIMO ACQUISITION CORP, INC.**, a California corporation ("Assignee"); and

WHEREAS, Assignee, being the successor of all of the business of Assignor to which the Trademark pertains, desires the entire right, title and interest in and to the Trademark and the registration application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor sells, assigns and transfers to Assignee the entire right, title, and interest in, to and under the Trademark and the registration application therefor, together with any goodwill of the business connected with the use of and symbolized by the Trademark.

IN WITNESS WHEREOF, Assignor has executed this instrument.

Dated: June 23, 1999

PRIMO ANGELI INC.

By: 

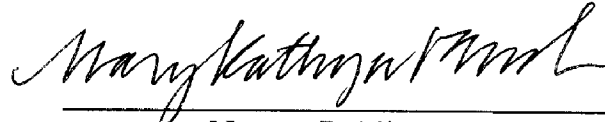
Name: PRIMO ANGELI

Title: Chairman

Date: 6/23/99

STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

On this 23 day of June, 1999, before me appeared Primo Angeli, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation with authority to do so.



Notary Public



972256

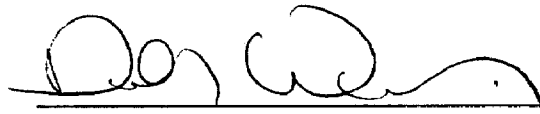
"Express Mail" mailing label number: EJ471586580US

Date of Deposit: July 21, 1999

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

July 21, 1999

Date



Deborah A. Wing

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