

9/17/99

09-09-1999

Docket No.:

Q4004-5021



101139269

Tab settings

To the Honorable Commissioner of Patents and Trademarks attached original documents or copy thereof

1. Name of conveying party(ies):

NATIONAL MEDIA CORPORATION

- Individual(s)
- General Partnership
- Corporation-State **DELAWARE**
- Other

Additional names(s) of conveying party(ies) Yes No

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

Name: **e4L, Inc.**

Internal Address:

Street Address: **15821 Ventura Boulevard, Suite 570**

City: **Encino** State: **CA** ZIP: **91436**

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

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

Execution Date: **August 30, 1999**

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/566,115

B. Trademark Registration No.(s)

Additional numbers Yes No

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

Name: **Karin E. Peterka, Esq.**

Internal Address: **Buchalter, Nemer, Fields & Younger**

Street Address: **601 South Figueroa Street, Suite 2400**

City: **Los Angeles** State: **CA** ZIP: **90017**

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:

500977

DO NOT USE THIS SPACE

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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

Name of Person Signing

Karin E. Peterka

Signature

September 1, 1999

Date

Total number of pages including cover sheet, attachments, and

2

ASSIGNMENT

WHEREAS, NATIONAL MEDIA CORPORATION, a Delaware corporation, with offices at 1835 Market Street, Suite 1100, Philadelphia, PA 19103, referred to herein as "ASSIGNOR," owns the mark titled AB ROCKER, for which application for registration in the United States Patent and Trademark Office was filed October 6, 1998, as Application Serial No. 75/566,115.

AND 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 mark and any 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 ownership 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 Encino, California, this 30th day
of August, 1999.

e4L, Inc. (Formerly NATIONAL MEDIA CORPORATION)
ASSIGNOR

By: Bruce Gooden
Name: Bruce Gooden
Title: Executive Vice President