

09-15-1999

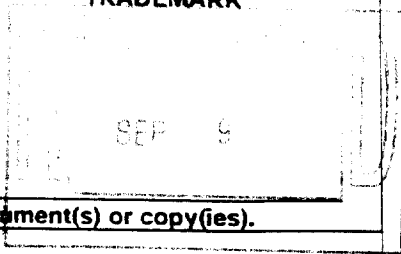
U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Handwritten: 9/9/99



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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09/13/1999 NTHAI1 00000344 75356651

01 FC:481 40.00 OP
02 FC:482 100.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001957 FRAME: 0751

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Adam S. Weiss

Name of Person Signing



Signature

9/08/99

Date Signed

TRADEMARK ASSIGNMENT

Assignment made as of August 20, 1999, by Performance Marketing, Inc., a California corporation ("Assignor") to Saddleman, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, and is using certain trademarks (the "Trademarks") in connection with its business;

WHEREAS, Assignor has applied to obtain registrations for the Trademarks in the United States Patent and Trademark Office and the Canadian Intellectual Property Office (the "Applications"), with the application serial numbers identified in Exhibit A attached hereto;

WHEREAS, some of the Applications have been granted Canadian and United States trademark registrations (the "Registrations"), with the registration numbers identified in Exhibit A attached hereto;

WHEREAS, Assignee desires to receive an assignment of the full right, title, and interest in the Trademarks, and Assignor is willing to make such assignment;

WHEREAS, Assignor is assigning the Trademarks, the Registrations, and the Applications to Assignee as part of the sale of the assets of the Wolf Automotive Division of the Assignor, to which the Trademarks pertain; and

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Trademarks, the Registrations, and the Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; the Registrations and all rights that arise from the Registrations; the Applications and any rights that arise from the Applications; all rights to seek other registrations of the Trademarks in the United States Patent and Trademark Office or the Canadian Intellectual Property Office or elsewhere;

and all causes of action, past and future, for infringement of the Trademarks or other violations of the rights assigned hereunder.

Performance Marketing, Inc. (Assignor)

By: Scott R. Dunfrund
(print)

Scott Dunfrund
(sign)

Its: Vice Chairman

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS:

On this 19th day of August, 1999, before me personally appeared Scott Dunfrund, who acknowledged himself to be the Vice Chairman of Performance Marketing, Inc., and that he, as such Vice Chairman, being authorized to do so, executed this instrument on behalf of such corporation.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

Sharon Rose Hatch
Notary Public

(Affix stamp)



EXHIBIT A—TRADEMARKS

COUNTRY	MARK	APPL. NO.	FILING DATE	REGIST. NO.	REGIST. DATE
United States	Design (wolf head)	75/356,651	9/15/97		
United States	Design (wolf head)	75/356,756	9/15/97		
Canada	TASK-READY	872132	3/13/98		
United States	TASK-READY	75/356,729	9/15/97		
Canada	WOLF and Design	470093	5/19/81	TMA268145	4/16/82
United States	WOLF and Design	73/170,436	5/15/78	1,133,490	4/22/80
United States	WOLF	73/296,290	2/9/81	1,241,073	6/7/83
United States	WOLF	73/557,016	9/6/85	1,388,243	4/1/86
Canada	WOLFHEAD and Design	871986	3/12/98		
Canada	WOLFHEAD Logo		Pending		
US	Wolf and Design	2,112,863			