

12-17-1999

Docket No.:  
Q4004-5029



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12-16-99

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attached original documents or copy thereof.

To the Honor:

U.S. Patent & TMOR/TM Mail Report

1. Name of conveying party:  
**NATIONAL MEDIA CORPORATION**

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

Name: e4L, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 15821 Ventura Blvd., Suite 570  
City: Encino State: CA ZIP: 91436

- Individual(s)
  - General Partnership
  - Corporation-State DELAWARE
  - Other \_\_\_\_\_
- Additional names(s) of conveying party(ies)  Yes  No

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

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 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

Execution Date: November 30, 1999

4. Application number(s) or registration numbers(s):  
A. Trademark Application No.(s)  
Serial Number 75/349,062  
Additional numbers  Yes  No

B. Trademark Registration No.(s)  
 Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Karin E. Peterka  
Internal Address: Bachalter, 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): .....\$ 540.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
500977

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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 Karin E. Peterka December 3, 1999  
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and 2

TRADEMARK  
REEL: 002000 FRAME: 0316

**TRADEMARK ASSIGNMENT**

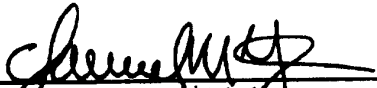
WHEREAS, NATIONAL MEDIA CORPORATION, a Delaware corporation, with a business address of 1835 Market Street, Suite 1100, Philadelphia, Pennsylvania 19103, referred to herein as "ASSIGNOR," owns the mark entitled "CYCLONE CROSS-TRAINER" (the "Mark"), for which application for registration in the United States Patent and Trademark Office has been made and for which application serial number 75/349,062 has 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 said mark and the 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, CA, this 30th day of November, 1999.

NATIONAL MEDIA CORPORATION  
ASSIGNOR

By:   
Name: Daniel M. Yukelson  
Title: Executive Vice President Finance  
Chief Financial Officer

RECORDED: 12/06/1999

TRADEMARK  
REEL: 002000 FRAME: 0317