

02-08-2000

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OMB 0651-0027



U.S. Department of Commerce
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Submission Type

- New
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Document ID #
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Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
06151999

Name

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/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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

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.)

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02/07/2000 TTOM11 00000238 500976 2041054

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

TRADEMARK
REEL: 002018 FRAME: 0052

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Andrew B. Katz

Address (line 1) Cohen Mohr LLP

Address (line 2) 1055 Thomas Jefferson Street, NW

Address (line 3) Suite 504

Address (line 4) Washington, DC 20007

Correspondent Name and Address

Area Code and Telephone Number 502/587-3707

Name Amy B. Berge

Address (line 1) Greenebaum Doll & McDonald PLLC

Address (line 2) 3300 National City Tower

Address (line 3) 101 South Fifth Street

Address (line 4) Louisville, KY 40202

Pages

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

1

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)

[Empty boxes for Trademark Application Number(s)]

2041054 [Empty boxes for Registration Number(s)]

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

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:

50-0976

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.

Amy B. Berge

December 30, 1999

Name of Person Signing

Signature

Date Signed

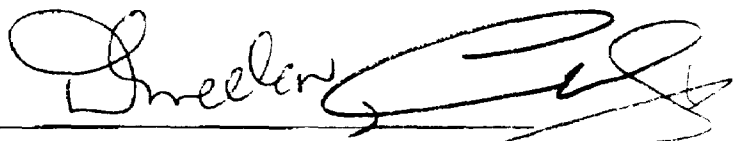
**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE**

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: CUJO
REGISTRATION NO.: 2,041,054
NAME OF REGISTRANT: Cujo Inc.

Andrew B. Katz of the law firm of Cohen Mohr LLP, whose address is 1055 Thomas Jefferson Street, NW, Suite 504, Washington, DC, 20007, is hereby designated Registrant's representative upon whom notice or process in proceedings affecting the mark may be served.

CUJO INC.

By: 
Name: DONALD ERIC MEEHAN,
Title: DIRECTOR CURTIS JOSEPH
PRESIDENT
Date: OCTOBER 12, 1999

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ASSIGNMENT


WHEREAS, HILLERICH & BRADSBY CO., a Kentucky Corporation, having its principal place of business located at 800 West Main Street, Louisville, Kentucky, 40202, had adopted, used and is using the trade-mark which is registered in the United States Patent Office as Registration Number 2,041,054; and

WHEREAS, CUJO INC., a corporation created under the laws of Ontario, Canada, having its principal office located c/o Newport Sports Management Inc. at 201 City Centre Drive, Suite 801, Mississauga, Ontario, L5B 2T4, is desirous of acquiring said trade-mark including the registration thereto.

NOW THEREFORE, In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by HILLERICH & BRADSBY CO., the aforesaid, all its right, title and interest in and to the said trade-mark together with the goodwill of the business symbolized by said trade-mark and all causes of action, claims and demands or other rights for, or arising from any infringement, including past infringements of said trade-mark and the registration thereto Number 2,041,054.

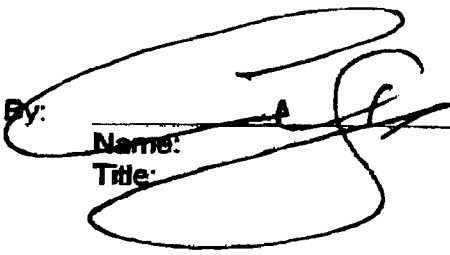
EXECUTED at Louisville, Kentucky this 15 day of JUNE, 1999.

HILLERICH & BRADSBY CO.

By:  c/s
Name:
Title: DIRECTOR OF MARKETING

EXECUTED at Toronto, Ontario this 2nd day of Sept, 1999.

CUJO INC.

By:  c/s
Name:
Title:

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** TOTAL PAGE.06 **