

04-14-2000

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



101301874

Send original documents or copy thereof.

1. Name of conveying party(ies):  
STEVE ERTLE

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

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
Name: TIARA CORPORATION  
Internal Address:  
Street Address: 2425 West Oakton Street  
City: Evanston State: IL ZIP: 60202

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State ILLINOIS  
 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

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

Execution Date:

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark registration No.(s)  
2,123,856

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: John C. Brezina  
Internal Address: Suite 333  
Dearborn Tower  
Street Address: 47 West Polk Street  
Chicago, IL 60605-2092  
City: Chicago State: IL ZIP: 60605

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00 E  
 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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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.

John C. Brezina      *John C. Brezina*      11-17-99  
Name of Person Signing      Signature      Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)

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ASSIGNMENT

Whereas, STEVE ERTLE, a United States citizen of the State of Alabama whose address is: 22665 East Country Road 12, Foley, Alabama, 36535 has adopted, used, is using and is the owner of the following trademark now registered in the United States Patent and Trademark Office:

Trademark: MOTHER'S PRIDE  
Registration No: 2,123,856  
Registration Date: December 27, 1997

and WHEREAS, TIARA CORPORATION, an Illinois Corporation, has purchased the trademark and Goodwill of said STEVE ERTLE and is desirous of obtaining a recordable assignment to the trademark and registration therefor,

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, STEVE ERTLE hereby assigns to TIARA CORPORATION all right, title and interest in the United States in and to said trademark and said registration therefor, together with the goodwill of the business symbolized by said trademark and the registration thereof including the right to sue for past infringement.

Foley, Alabama

DATE: 9-20-99 Steve Ertle  
Steve Ertle

STATE OF ALABAMA )  
 ) ss  
COUNTY OF )

On this 20<sup>th</sup> Day of September, 1999, personally appeared Steve Ertle, to me known, the assignor above named, and acknowledged that he executed the foregoing Assignment.

Reggie N. King  
Notary Public

assignmn.frm

MY COMMISSION EXPIRES JUNE 9, 2001