

02/07/00

03-07-2000

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027



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

101283014  
U.S. Patent & Trademark Office

### 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
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name ALAN R. LOWEN, dba THE ART OF BEING Execution Date 3/13/98  
Month Day Year

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization UNITED STATES

#### Receiving Party

Mark if additional names of receiving parties attached

Name THE ART OF BEING, LLC

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) P.O. Box 269

Address (line 2) \_\_\_\_\_

Address (line 3) PAIA HI 96779  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other LIMITED LIABILITY COMPANY
- Citizenship/State of Incorporation/Organization UNITED STATES

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.)

03/07/2000 BCDATES 00000220 1020167  
01 FC:481

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40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
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**TRADEMARK**  
**REEL: 002030 FRAME: 0511**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

40 00 06

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:

#

Yes

No

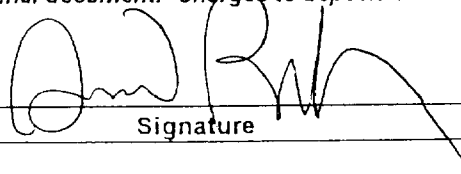
Authorization to charge additional fees:

**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.

DAVID P. BRANFMAN

Name of Person Signing



Signature

2/3/00

Date Signed

**ASSIGNMENT OF TRADEMARK**

WHEREAS ALAN R. LOWEN dba THE ART OF BEING (the "Seller") has adopted and is using the trademark THE ART OF BEING, which was registered with the U.S. Patent and Trademark Office, Registration No. 1,820,187 on February 8, 1994;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, Seller hereby assigns to THE ART OF BEING, LLC (the "Company") all right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the above-identified U.S. Registration of the Trademark.

Dated: 3/13/98

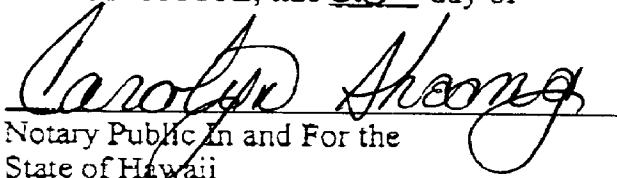


ALAN R. LOWEN, dba THE ART OF BEING

STATE OF HAWAII )  
COUNTY OF Maui ) ss.

Before me, the undersigned, a Notary Public in and for said County and State, on this day personally appeared ALAN R. LOWEN, whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 28th day of January, 2000.

  
Notary Public in and For the State of Hawaii

My commission expires: 10/3/2000

Printed or typed name: Carolyn Aheong

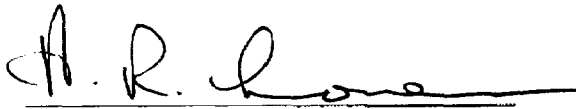
L.S.

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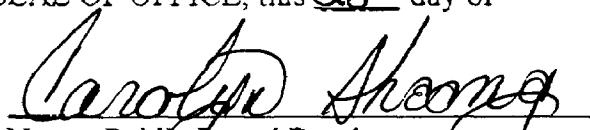
Dated: 3/13/98

  
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ART OF BEING

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  ) ss.  
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