

07-25-2000

IRM PTO-1594  
sv. 6-93)  
AB No. 0651-0011 (exp. 4/94)

RECORD  
TRA



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101413379

Tab settings 000

6:27:00

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Dare To Be Fit, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 5/22/00

2. Name and address of receiving party(ies)

Name: Mad Dogg Athletics, Inc.

Internal Address:

Street Address: 2111 Narcissus Court

City: Venice State: CA ZIP: 90291

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

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,116,614

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jill M. Pietrini, Esq.

Internal Address:

Manatt, Phelps & Phillips, LLP

Street Address: 11355 W. Olympic Blvd.

City: Los Angeles State: CA ZIP: 90064

6. Total number of applications and registrations involved: 1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

DA 131 241

(Attach duplicate copy of this page if paying by deposit account)

07/24/2000 MTHA11 00000180 2116614

DO NOT USE THIS SPACE

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.

Jill M. Pietrini

Name of Person Signing

Signature

June 26 2000

Date

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

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

TRADEMARK  
REEL: 002108 FRAME: 0277

**ASSIGNMENT OF TRADEMARK AND THE UNITED STATES REGISTRATION THEREOF**

This assignment is made by and between Dare To Be Fit, Inc., a California corporation, having a principal place of business at 152 South Oakhurst Drive, #201, Beverly Hills, California (hereinafter "Dare To Be Fit") and Mad Dogg Athletics, Inc. ("MDA"), a corporation organized under the laws of the State of California, having its principal place of business at 2111 Narcissus Court, Venice, California 90291.


WHEREAS, Dare To Be Fit owns all rights, title and interest in and to the trademark and United States Registration thereof identified below (hereinafter the "Mark" and "Registration", respectively), along with the goodwill of the business appurtenant to said Mark:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SPIN YOUR ASS OFF	2,116,614	November 25, 1997

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Dare To Be Fit, hereby assigns to MDA all right, title and interest in the United States and in any other country in the world in and to the Mark and Registration, together with the goodwill of the business symbolized by the Mark and the Registration, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at Beverly Hills, California, effective this 22 day of May, 2000.

DARE TO BE FIT, INC.

  
Debra A. Rocker  
President

M:\Los Angeles\Client Matter\13545\063\CT.5k421bj.0000c.doc