

09-18-2000

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FORM PTO-1595
1-31-92




HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101460025

NLY 8.14.00

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

1. Name of conveying party(ies): 
 Shaul Trading, Inc.
 08-14-2000
 U.S. Patent & TMO/TM Mail Rcpt Dt. #58

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

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

2. Name and address of receiving party(ies):
 Name: DJF Enterprises, Inc.
 Internal Address: _____
 Street Address: 8538 Warner Drive
 City: Culver City State: CA ZIP: 90232
 Individual(s) citizenship _____
 Association _____
 Limited Partnership _____
 Corporation - State California
 Other _____

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

Execution Date: 7/14/00

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 registration number(s):
 A. Trademark Application No.(s)
 Additional numbers attached? Yes No

B. Trademark Registration No.(s) 2,113,309


5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Norman Zafman, Esq.
 Internal Address: BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN
 Street Address: 12400 Wilshire Boulevard
Seventh Floor
 City: Los Angeles State: CA ZIP: 90025

6. Total number of applications and registrations involved: 1
 7. Total fee (37 CFR 3.41)\$ 40.00
 Enclosed
 Deficiency of fees authorized to be charged to deposit account
 8. Deposit account number:
02-2666
 (Attach duplicate copy of this page if paying by deposit account)

09/15/2000 MTHA11 00000443 2113309
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DO NOT USE THIS SPACE

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.

Norman Zafman, Esq.  8/08/00
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 1

ASSIGNMENT OF MARK

WHEREAS, SHAUL TRADING, INC., formerly known as Sunset Light, Inc., a California corporation, having its place of business at 1377 South Flower Street, Los Angeles, California, 90015 ("ASSIGNOR" herein), has adopted, used and is the owner of U.S. Trademark Registration No. 2,113,309 for the mark SMASH BY O.G. THE ORIGINATOR AND DESIGN, which issued on November 18, 1997 as evidenced by its registration in the United States Trademark Office.

WHEREAS, DJF ENTERPRISES, INC., a California corporation, having a place of business at 8538 Warner Drive, Culver City, California 90232 ("ASSIGNEE" herein), desires to acquire said mark and the above-identified registration thereof, together with the goodwill of the business in connection with which said mark is used.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the above mark and the above-identified registration thereof, and all rights and privileges pertaining to said mark, together with the goodwill of the business symbolized by the mark.

ASSIGNOR:

SHAUL TRADING, INC.

By: [Signature]

Steven Shaul
President

DATED: July 14, 2000



08-14-2000

U.S. Patent & TMO's/TM Mail Rpt Dt. #58

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

On July 14, 2000, before me LUIS ANGEL OCON, Notary Public, personally appeared STEVEN SHAUL-W personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[Signature]
Signature of Notary



RECORDED: 08/14/2000

TRADEMARK
REEL: 002136 FRAME: 0564