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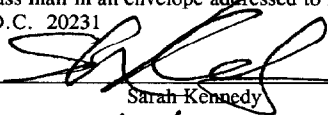


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TO THE COMMISSIONER OF PATENTS & TRADEMARKS: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPIES THEREOF.

<p><b>1. NAME AND ADDRESS OF CONVEYING PARTY</b></p> <p>New Approach, Inc. 3 MacIntosh Road Bedford, Massachusetts 01730</p> <p>Additional names of conveying parties attached? No.</p>	<p><b>2. NAME AND ADDRESS OF RECEIVING PARTY</b></p> <p>The Real Boss, LLC 333 Kilauea Avenue Suite 214 Hilo, HI 96720</p> <p>Additional names of receiving parties attached? No.</p>
<p><b>3. NATURE OF CONVEYANCE:</b></p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement                <input type="checkbox"/> Change of Name</p> <p>Execution Date: <u>November 9, 2000</u></p>	<p>If assignee is not domiciled in the United States, a designation of domestic representative is attached.</p>
<p><b>4. APPLICATION OR REGISTRATION NUMBER(S)</b></p> <p>A. Trademark Application Nos.</p> <p>Additional numbers attached? No.</p>	<p>B. Trademark Registration Nos.</p> <p>2,389,167, issued on September 26, 2000</p> <p>Additional numbers attached? No.</p>
<p><b>6. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:</b></p> <p>Arlene J. Powers SAMUELS, GAUTHIER, STEVENS 225 FRANKLIN STREET, SUITE 3300 BOSTON, MA 02110</p>	<p><b>6. TOTAL NUMBER OF APPLICATIONS AND REGISTRATIONS INVOLVED:</b> <u>1</u></p> <p><b>7. TOTAL FEE DUE:</b> \$ <u>40.00</u> (Check enclosed)</p> <p>If any additional fee(s) are due, the Commissioner is hereby authorized to charge the Deposit Account identified in item 8.</p> <p><b>8. DEPOSIT ACCOUNT NUMBER:</b> <u>19-0079</u></p>
<p><b>DO NOT USE THIS SPACE</b></p>	
<p><b>9. STATEMENT AND SIGNATURE</b></p> <p>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.</p> <p><u>Arlene J. Powers</u>                      <u></u>                      <u>11/21/00</u>                      Total pages: <u>2</u> Name of Person Signing                      Signature                      Date</p>	

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to Hon. Commissioner of Patents and Trademarks, Washington, D.C. 20231

  
Sarah Kennedy  
11/21/00  
Date

ASSIGNMENT

WHEREAS, New Approach, Inc., a corporation organized and existing under the laws of the Commonwealth of Massachusetts, having its principal place of business at 3 MacIntosh Road, Bedford, MA 01730, hereinafter referred to as ASSIGNOR, has adopted and is using the THE REAL BOSS mark;

WHEREAS, said Assignor is the owner of U.S. Reg. No. 2,389,167 issued on September 26, 2000 for the THE REAL BOSS mark;

WHEREAS, The Real Boss, LLC, a corporation organized and existing under the laws of the state of Hawaii, having its principal place of business at 333 Kilauea Avenue, Suite 214, Hilo, HI 96720, hereinafter referred to as ASSIGNEE, wishes to acquire said mark, together with the goodwill of the business with which said mark is used and which is symbolized by said mark, and any and all registrations and applications for registration of said mark;

NOW, THEREFORE, in consideration of the sum of one hundred dollars and other good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, said Assignor, by these presents, sells, transfers, conveys, and assigns unto said Assignee Assignor's entire right, title and interest in and to said mark, all registrations of and applications to register said mark, including U.S. Reg. No. 2,389,167, the right to recover for past infringement of said mark, and the goodwill of the business in connection with which said mark is used and which is symbolized by said mark.

NEW APPROACH, INC.

11/9/00  
Date

  
By: Peter Russo  
Title: President