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FORM PTO-1594

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U.S. DEPARTMENT OF COMMERCE
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(Rev. 6-93)

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

M&G 9064.6/7US01



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11/12.4.0

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

1. Name of conveying party(ies):
Merchant, Gould, Smith, Edell, Welter & Schmidt, P.A.

Individuals Association
 General Partnership Limited Partnership
 Corporation-State of Minnesota
 Other: _____

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

2. Name and address of receiving party(ies):
Merchant & Gould P.C.
PO Box 2910
Minneapolis, Minnesota 55402-0910

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

Execution Date: May 5, 1999

Individual(s) citizenship Association
 General Partnership Limited Partnership
 Professional Corporation-State of Minnesota
 Other: _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)/ Mark(s)	B. Trademark Reg. No.(s)/Mark(s)
	1,865,451 FIRST LOOK 1,946,302 FIRST LOOK and Design

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: John L. Beard
 Address: MERCHANT & GOULD P.C.
 P.O. Box 2910
 Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: 2

7. Total fee (37 CFR 3.41): \$65.00
 Enclosed
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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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 L. Beard
 Name of Person Signing

[Signature]
 Signature

11/28/00
 Date

Total number of pages including cover sheet, attachments, and document: 1

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01 FC:481 40.00 CH
02 FC:482 25.00 CH

TRADEMARK
REEL: 002213 FRAME: 0848

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CHANGE OF NAME DOCUMENTS IS**

NO LONGER REQUIRED

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EFFECTIVE

OCTOBER 30, 1999