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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 Alexander, Richard dba Sure Nutrition

Execution Date
Month Day Year
11 30 2000

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 Farnam Companies, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 301 West Osborn Road

Address (line 2) _____

Address (line 3) Phoenix Arizona USA 85013

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Arizona

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.)

FOR OFFICE USE ONLY

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

TRADEMARK
REEL: 002236 FRAME: 0125

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

FEB - 7 2001

Correspondent Name and Address

Area Code and Telephone Number

(602) 207-2189

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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,099,220"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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:

#

Authorization to charge additional fees:

Yes

No

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.

Kim Diulus

Name of Person Signing



Signature

02/07/01

Date Signed

ASSIGNMENT OF FEDERAL REGISTERED TRADEMARKS

This Assignment of Federal Registered Trademarks ("ASSIGNMENT"), effective as of November 30, 2000 (the "EFFECTIVE DATE"), is made by and between Richard Alexander, an unmarried person and owner of an unincorporated business known as "Sure Nutrition", domiciled in the State of Pennsylvania and currently residing at 901 East Pennsylvania Boulevard, Feasterville, Pennsylvania 19053 (hereinafter "ASSIGNOR") and Farnam Companies, Inc., an Arizona corporation having its principal place of business at 301 West Osborn Road, Phoenix, Arizona 85013 (hereinafter "ASSIGNEE").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors and assigns, as of the EFFECTIVE DATE, all rights, title and interests in and to the registered trademarks and application for federal trademark registrations delineated on **Exhibit A** attached hereto (individually and collectively, the "TRADEMARKS"), together with the goodwill of the business associated with and symbolized by said TRADEMARKS; and together with all rights to damages, profits and/or any remedy whatsoever due or accrued arising out of any past infringement by any entity of said TRADEMARKS or any injury to the goodwill of the business associated with, and symbolized by, said TRADEMARKS.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by his duly authorized representative as of the EFFECTIVE DATE.

ASSIGNOR

Richard Alexander, an unmarried person
in his personal capacity and as Owner
of an unincorporated business known as "Sure
Nutrition"

By:

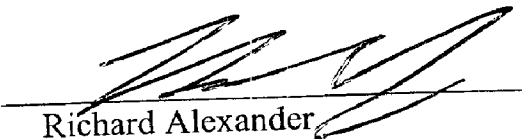

Richard Alexander

EXHIBIT A

<u>Mark</u>	<u>Registration No/ Serial No.</u>	<u>Date Filed or Registration Date</u>
Sure Nutrition™	76/076260	June 23, 2000
Next Level®	2,324,451	February 29, 2000
Cough Free®	2,099,220	September 23, 1997
OTC™	76/076211	June 23, 2000
Jug Over The Counter™	75/913303	February 8, 2000
Max All In One™	75/488923	May 21, 1998
Sureflex®	2,081,622	July 22, 1997