

04-10-2001

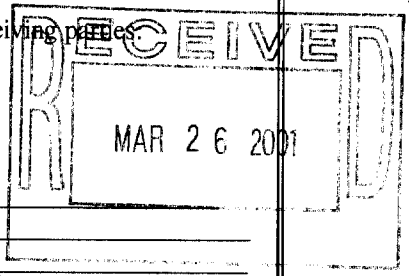


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Trademark Assignment Cover Sheet
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

3.26.01

<p>1. Name of conveying parties: The Body FIRM, Inc. Post Office Box 5917 Columbia, SC 29205 <input type="checkbox"/> individual(s) <input type="checkbox"/> association <input type="checkbox"/> general partnership <input type="checkbox"/> limited partnership <input checked="" type="checkbox"/> corporation - state: <u>South Carolina</u> <input type="checkbox"/> other: _____ Addition name(s) of conveying party(ies) attached? _____</p>	<p>2. Name and address of receiving parties: FIRM Media, LLC Post Office Box 5917 Columbia, SC 29205 <input type="checkbox"/> individual(s) citizenship _____ <input type="checkbox"/> association _____ <input type="checkbox"/> general partnership _____ <input type="checkbox"/> limited partnership _____ <input type="checkbox"/> corporation - state _____ <input checked="" type="checkbox"/> other: <u>limited liability company</u></p>
<p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Assignment <input type="checkbox"/> Name Change <input type="checkbox"/> Other _____ Execution Date _____</p>	<p>If assignee is not domiciled in the United States, a domestic representative is attached Yes _____ No _____ (Designations must be a separate document from Assignment) Additional name(s) and address(es) attached? Yes _____ No _____</p>



<p>4. Application numbers or registration numbers: A: Application Nos.: _____</p>	<p>B: Registration Nos.: <u>1,333,332</u></p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed: Cort Flint FLINT & KIM, P.A... Post Office Box 10827 Greenville, South Carolina 29603-0827</p>	<p>6. Total number of applications and trademarks involved: One (1) 7. Total fee (37 (CFR 3.41) \$40.00 <input checked="" type="checkbox"/> enclosed <input type="checkbox"/> authorized to be charged to deposit account 8. Deposit Account No. _____</p>
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Do Not Use This Space

<p>9. Statement and Signature</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>Cort Flint Name of Person Signing</p>	<p><i>Cort Flint</i> Signature</p>	<p><u>3-23-01</u> Date</p>
<p>Total number of pages comprising cover sheet <u>TWO (2)</u></p>		

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March 23, 2001

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TRADEMARK
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Trademark Assignment

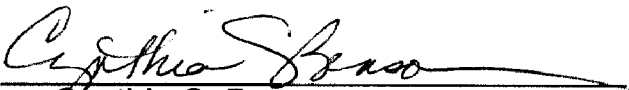
WHEREAS, Anna Benson's The Body FIRM, INC. a South Carolina Corporation, with its principal place of business at Post Office Box 5982, Columbia, SC 29250, ("Assignor"), has adopted, owns and is using the Mark: THE BODY FIRM ACTIVEWEAR ("the Mark") in connection with the following goods and/or services: Women's Clothing; namely mini-dresses and pants; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, Registration No. 1,333,332, registered on April 30, 1985; and

WHEREAS, FIRM Media, LLC, a South Carolina Limited Partnership, with its principal place of business at Post Office Box 5917, Columbia, SC 29205, United States ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

Anna Benson's The Body FIRM, INC.

By: 
Name: Cynthia S. Benson
Title: Secretary-Treasurer/Marketing Director