

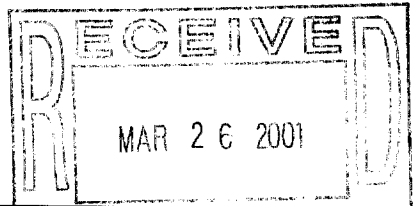
04-10-2001



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3.26.01

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



<p>1. Name of conveying parties: The 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.: 1,439,017, 1,439,331, 1,522,134, 1,629,200, <del>1,670,652</del>, 1,706,863, 1,724,411, 1,748,218, 1,838,880, 1,888,532, 1,895,931, 1,929,882, 1,928,088, 1,942,831, 2,025,725, 2,025,724, 2,044,522, 2,117,719, 2,167,282, 2,287,887, and 2,287,888</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed: Cort Flint FLINT &amp; KIM, P.A... Post Office Box 10827 Greenville, South Carolina 29603-0827</p>	<p>6. Total number of applications and trademarks involved: Twenty-one (21)</p>
	<p>7. Total fee (37 (CFR 3.41) \$540.00  <input checked="" type="checkbox"/> enclosed  <input type="checkbox"/> authorized to be charged to deposit account</p>
<p>8. Deposit Account No.</p>	

Do Not Use This Space

<p>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          Cort Flint _____ <i>Cort Flint</i> _____          Name of Person Signing      Signature      Date <u>3-23-01</u></p>	
<p>Total number of pages comprising cover sheet <u>Three (3)</u></p>	

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March 23, 2001

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01 FC:481 40.00 OP  
02 FC:482 500.00 OP

## Trademark Assignment

**WHEREAS**, The Firm, Inc., a South Carolina Corporation, with its principal place of business at Post Office Box 5917, Columbia, SC 29205, U.S. ("Assignor"), has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein ("the Marks"):

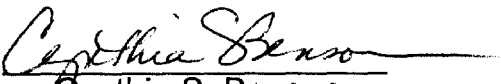
<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
THE FIRM WORKOUT WITH WEIGHTS	1,439,017	May 12, 1987
WEIGHT CRATE THE BODY-IN-A-BOX	1,439,331	May 12, 1987
THE FIRM	1,522,134	January 24, 1989
THE BOX	1,629,200	December 25, 1990
FIRM BELIEVER	1,670,652	December 31, 1991
WOMAN HOLDING DUMBBELL (DESIGN ONLY)	1,706,863	August 11, 1992
VERTICAL DRESSING	1,724,411	October 13, 1992
BOOMERS	1,748,218	January 26, 1993
THE BODY FIRM	1,838,880	June 7, 1994
FIRM BELIEVERS	1,888,532	April 11, 1995
FIRM	1,895,931	May 30, 1995
REAL FIRM INSTRUCTORS	1,929,882	October 24, 1995
THE FIRM	1,928,088	October 17, 1995
VISIBLE RESULTS	1,942,831	December 19, 1995
TORTOISE	2,025,725	December 24, 1996
HARE	2,025,724	December 24, 1996
FIRM GEAR	2,044,522	March 11, 1997
THE FIRM AND DESIGN	2,117,719	December 2, 1997
FIRM PARTS	2,167,282	June 23, 1998
TRITRAINER	2,287,887	October 19, 1999
THE FIRM CROSS TRAINERS	2,287,888	October 19, 1999

and

**WHEREAS**, FIRM Media, LLC, a SC Limited Partnership, with its principal place of business at Post Office Box 5917, Columbia, SC 29205, U.S. ("Assignee"), desires to acquire the Marks and the above-referenced Registrations therefor;

**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 each of the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

The Firm, Inc.

By:   
Name: Cynthia S. Benson  
Title: Secretary/Treasurer