



4.19.01

To the Honorable Commissioner of Patents and Trademarks: Please record the
thereof.

101696562

1. Name of conveying party(ies):

Libertyville Saddle Shop, Inc.
(an Illinois corporation)
306 Peterson Road
Libertyville, Illinois 60048

- Individual
- General Partnership
- Corporation-State
- Other:
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other:
- Merger
- Change of Name

Execution Date: February 9, 2001

2. Name and address of receiving party(ies):

Val-A Company -
(an Illinois corporation)
16524 South Kilbourne Avenue
Oak Forest, Illinois 60452

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other:

If assignee is not domiciled in the United States, a domestic
representative designation is attached: Yes No
(Designation must be a separate document from Assignment)
Additional name(s) & addresses attached? Yes No

APR 19 2001

408

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

A. Trademark Application No.(s)

B. Trademark Registration No.

1,624,866

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence
concerning document should be mailed:

Thomas J. Wimbiscus
McAndrews, Held & Malloy, Ltd.
500 West Madison Street
34th Floor
Chicago, Illinois 60661

6. Total number of applications and registrations
involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charge to deposit account

8. Deposit account number: 13-0017

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.*

Signature and Registration Number: Thomas J. Wimbiscus 36,059 Date: April 18, 2001

Name of Person Signing: Thomas J. Wimbiscus

Total number of pages including cover sheet, attachments and document: 3

EL849010929US

ASSIGNMENT

WHEREAS, LIBERTYVILLE SADDLE SHOP, INC., a corporation duly organized and existing under the laws of the State of Illinois, located and doing business at 306 Peterson Road, Libertyville, Illinois 60048, (hereinafter "ASSIGNOR"), is the owner of the following U.S. Trademark Registration in connection with the goods and/or services identified therein:

BLUE RIBBON

United States Trademark Registration No. 1,624,866

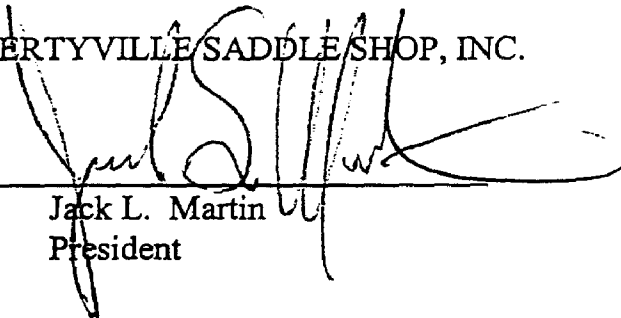
registered on November 27, 1990; and

WHEREAS, VAL-A COMPANY, a corporation duly organized and existing under the laws of the state of Illinois, and having its place of business at 16524 South Kilbourne Avenue, Oak Forest, IL 60452, (hereinafter "ASSIGNEE"), is desirous of acquiring ASSIGNOR's rights in the trademark, said U.S. Trademark Registration and any goodwill associated with said trademark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said LIBERTYVILLE SADDLE SHOP, INC., does hereby sell, assign, and transfer to said VAL-A COMPANY, any and all rights, title and interest in and to the above-referenced trademark BLUE RIBBON that it possesses, the above-identified U.S. Trademark Registration, together with any goodwill of the business symbolized thereby.

THE PRESENT ASSIGNMENT includes any and all right, title, and interest associated with the trademark, BLUE RIBBON, including any common law rights, any right to sue for past trademark infringement, unfair competition or other relief under applicable state and/or federal law and any right to claim prior use of the mark by ASSIGNOR as a basis for federal and/or state trademark registration. In addition, any continued use by ASSIGNOR of the mark shall enure to the benefit of the ASSIGNEE.

LIBERTYVILLE SADDLE SHOP, INC.

By: 
Jack L. Martin
President

Dated this 7th day of February, 2001.

STATE OF Illinois)
COUNTY OF Lake)

This 9th day of FEBRUARY, 2001, before me personally came the above named Jack L. Martin, President of Libertyville Saddle Shop, Inc., to me personally known as the individual who executed the foregoing assignment on behalf of Libertyville Saddle Shop, Inc., who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.


Notary Public

