

ASSIGNMENT OF TRADEMARK

California Style, Inc. ("Assignor"), a Delaware corporation, having its principal place of business at 5823 Newton Drive, Carlsbad, California 92008, has previously adopted and used in its business the CALIFORNIA STYLE trademark and service mark ("Trademark"), for which Assignor owns U.S. Trademark Registration No. 2,190,071 ("Trademark Registration") registered with the United States Patent and Trademark Office.

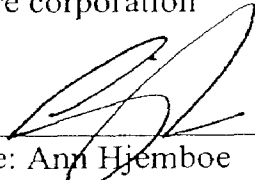
Pursuant to an Asset Purchase Agreement of same date, Assignor desires to transfer to California River International Inc. ("Assignee"), a Delaware corporation, having its principal place of business at 530 Seventh Avenue, 9th floor, New York, NY 10018, all of Assignor's right, title and interest in and to said Trademark and Trademark Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor's worldwide right, title and interest in and to said Trademark and Trademark Registration (and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by said Trademark and Trademark Registration, and all rights to profits, damages and other relief for any past, present and future infringement of said Trademark and Trademark Registration, and the right to sue and collect the same for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

Assignor hereby irrevocably appoints Assignee as its attorney-in-fact coupled with an interest to act in Assignor's name, place and stead to execute, deliver and record any documents or instruments of assignment or otherwise required in any country in which said Trademark and Trademark Registration is pending or issued, or in which Assignee desires to seek protection for said Trademark and Trademark Registration. Assignor hereby represents and warrants that it has not previously assigned, transferred, pledged, or otherwise encumbered said Trademark and Trademark Registration or taken any other action which would conflict with this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of 22nd March 2001.

CALIFORNIA STYLE, INC.
a Delaware corporation

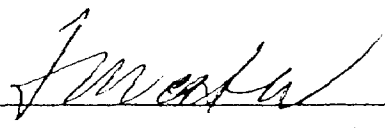
By: 
Name: Ann Hjembøe
Title: President

STATE OF New York

COUNTY OF New York }^{ss}

On March 22 2001, before me, Jonathan Marks, personally appeared Ann Hembree personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature  (This area for official notarial seal)

JONATHAN MARKS
Notary Public, State of New York
No. 31-4695544
Qualified in New York County
Commission Expires June 30, 192001