

04-10-2001



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Trademark Assignment Cover Sh

Commissioner for Trademarks

2900 Crystal Drive

Arlington, VA 22202-3513

06-26-2001



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3-26-01

<p>1. Name of conveying parties: BODYLAB, LLC Post Office Box 5917 Columbia, SC 29205 ___ individual(s) ___ association ___ general partnership ___ limited partnership ___ corporation - state <input checked="" type="checkbox"/> other: <u>limited liability company</u> 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 ___ individual(s) citizenship ___ ___ association ___ ___ general partnership ___ ___ limited partnership ___ ___ corporation - state ___ <input checked="" type="checkbox"/> other: <u>limited liability company</u> 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>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment ___ Merger ___ Security Assignment ___ Name Change ___ Other _____ Execution Date <u>March 21, 2001</u></p>	

<p>4. Application numbers or registration numbers: A: Application Nos.: 76/117,357</p>	<p>B: Registration Nos.:</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 ___ 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 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 <u>Cort Flint</u> <u>Cort Flint</u> Name of Person Signing Signature Date <u>3-23-01</u> Total number of pages comprising cover sheet <u>TWO (2)</u></p>	
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TRADEMARK
REEL: 002317 FRAME: 0790

Trademark Assignment

WHEREAS, BODYLAB, LLC, a South Carolina Limited Partnership, with its principal place of business at Post Office Box 5917, Columbia, SC 29205, ("Assignor"), has adopted, owns and is using the Mark: FIRM BASICS ("the Mark") in connection with the following goods and/or services: Prerecorded video tapes for exercise; and

WHEREAS, Assignor owns a pending application for federal registration for the Mark in the United States Patent and Trademark Office in connection with the goods identified therein, Serial No. 76/117,357, filed on August 28, 2000; 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 pending application for federal 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.

BODYLAB, LLC

By: 
Name: Cynthia S. Benson
Title: Member

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