

07-06-2001



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WMP  
6/28/01

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

JUN 28 2001

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other \_\_\_\_\_

Effective Date  
Month Day Year  
3 7 2001

Conveying Party

Mark if additional names of conveying parties attached

Name OPERATION EYEBALL LLC

Execution Date  
Month Day Year  
5 9 2001

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other LIMITED LIABILITY COMPANY
- Citizenship/State of Incorporation/Organization CALIFORNIA

Receiving Party

Mark if additional names of receiving parties attached

Name GSM (TRADEMARKS) PTY LTD

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1 BILLABONG PLACE

Address (line 2) \_\_\_\_\_

Address (line 3) BURLIEGH HEAD  
City

QUEENSLAND AUSTRALIA  
State/Country

4220  
Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization AUSTRALIA

07/06/2001 TDIAZ1 00000030 75842304

FOR OFFICE USE ONLY

01 FC:481 40.00 OP  
02 FC:482 100.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name BRYAN M. FRIEDMAN, ESQ.

Address (line 1) FRIEDMAN PETERSON & STROFFE

Address (line 2) 19800 MacARTHUR BLVD., SUITE 1100

Address (line 3) IRVINE, CA 92612-2425

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number (949) 265-1100

Name BRYAN M. FRIEDMAN

Address (line 1) FRIEDMAN PETERSON & STROFFE

Address (line 2) 19800 MacARTHUR BLVD., SUITE 1100

Address (line 3) IRVINE, CA 92612-2425

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments.

# 8

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/842,304 75/888,121

75/842,310 75/888,119

75/888,120

**Number of Properties** Enter the total number of properties involved.

# 5

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

\$ 140.00

Method of Payment: Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

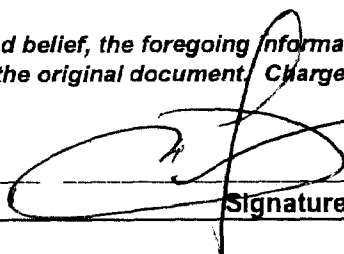
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

BRYAN M. FRIEDMAN  
Name of Person Signing



Signature

6/28/01  
Date Signed

# ASSIGNMENT OF TRADEMARKS

March 5, 2001

WHEREAS, OPERATION EYEBALL, LLC ("Assignor"), a California limited liability company, d/b/a "Von Zipper", having its principal offices at 1046 Calle Rocodo, Suite G, San Clemente, CA 92673, has adopted, used, is using and is to the best of its knowledge and belief, the owner of, the trademarks identified in the attached schedule (the "Marks"), registered or unregistered.

WHEREAS, GSM (Trademarks) Pty Ltd (the "Assignee") is desirous of acquiring the Marks and that portion of Assignor's business to which the Marks pertain, and Assignor is desirous of assigning the Marks and that portion of the business to which the Marks pertain to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by and associated with said Trademarks and registrations thereof, as well as that portion of the Assignor's business to which the Marks pertain.

IN WITNESS WHEREOF, the undersigned Assignor has executed this Assignment of Trademarks on March 5, 2001.

ASSIGNOR:

OPERATION EYEBALL, LLC.,  
a California limited liability company,  
d/b/a "Von Zipper"

By: 

Name: ROBERT RIESE

Its: VICE PRESIDENT

## SCHEDULE OF TRADEMARKS

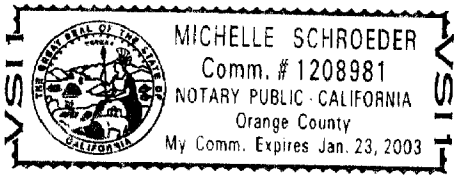
<u>Country</u>	<u>Trademark</u>	<u>Serial No.</u>
U.S.A.	VON ZIPPER	75/842,304
U.S.A.	VZ	75/842,310
U.S.A.	FIFTY	75/888,120
U.S.A.	LOVEY	75/888,121
U.S.A.	MAZZI	75/888,119
U.S.A.	ROBERT EARL	75/936,237

**ALL-PURPOSE ACKNOWLEDGMENT**

State of California }  
County of Orange } SS.

On 5-9-01 before me, Michelle Schroeder,  
(DATE) (NOTARY)  
personally appeared Rob Riess  
SIGNER(S)

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.

Michelle Schroeder  
NOTARY'S SIGNATURE

**OPTIONAL INFORMATION**

The information below is not required by law. However, it could prevent fraudulent attachment of this acknowledgment to an unauthorized document.

**CAPACITY CLAIMED BY SIGNER (PRINCIPAL)**

- INDIVIDUAL
- CORPORATE OFFICER
- \_\_\_\_\_ TITLE(S)
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**DESCRIPTION OF ATTACHED DOCUMENT**

Assignment of Trademarks  
TITLE OR TYPE OF DOCUMENT

1

NUMBER OF PAGES

3-5-01

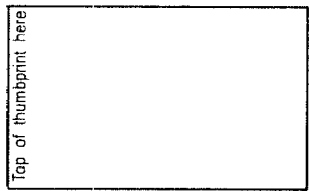
DATE OF DOCUMENT

OTHER \_\_\_\_\_

**SIGNER IS REPRESENTING:**  
NAME OF PERSON(S) OR ENTITY(IES)

\_\_\_\_\_  
\_\_\_\_\_

RIGHT THUMBPRINT  
OF  
SIGNER



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: VON ZIPPER

SERIAL NO.: 75/842,304

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Owner of the above marks, GSM (TRADEMARKS) PTY. LTD., an Australian company, hereby designates Bryan M. Friedman, Esq., of Friedman Peterson and Stroffe, whose address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-2425, as its domestic representative upon whom notice or process in proceedings affecting the above marks may be served.

Date: GSM (TRADEMARKS) PTY. LTD.

By: 

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Matthew David Perrin  
Director.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: VZ

SERIAL NO.: 75/842,310

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Owner of the above marks, GSM (TRADEMARKS) PTY. LTD., an Australian company, hereby designates Bryan M. Friedman, Esq., of Friedman Peterson and Stroffe, whose address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-2425, as its domestic representative upon whom notice or process in proceedings affecting the above marks may be served.

Date: GSM (TRADEMARKS) PTY. LTD.

By:



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Matthew David Perrin  
Director.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: MAZZI

SERIAL NO.: 75/888,119

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Owner of the above marks, GSM (TRADEMARKS) PTY. LTD., an Australian company, hereby designates Bryan M. Friedman, Esq., of Friedman Peterson and Stroffe, whose address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-2425, as its domestic representative upon whom notice or process in proceedings affecting the above marks may be served.

Date: GSM (TRADEMARKS) PTY. LTD.

By:



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Matthew David Perrin  
Director.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: FIFTY

SERIAL NO.: 75/888,120

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Owner of the above marks, GSM (TRADEMARKS) PTY. LTD., an Australian company, hereby designates Bryan M. Friedman, Esq., of Friedman Peterson and Stroffe, whose address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-2425, as its domestic representative upon whom notice or process in proceedings affecting the above marks may be served.

Date: GSM (TRADEMARKS) PTY. LTD.

By:



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Matthew David Perrin  
Director.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: LOVEY

SERIAL NO.: 75/888,121

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Owner of the above marks, GSM (TRADEMARKS) PTY. LTD., an Australian company, hereby designates Bryan M. Friedman, Esq., of Friedman Peterson and Stroffe, whose address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-2425, as its domestic representative upon whom notice or process in proceedings affecting the above marks may be served.

Date: GSM (TRADEMARKS) PTY. LTD.

By: 

Matthew David Perrin  
Director.