



101816461

To the Honorable Commissioner of Patents and Trademarks, 101816461 original documents or copy thereof.

1. Name of conveying party(ies):

Crunch World LLC

08/10/01

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: Crunch Fitness International, Inc.

Internal
Address: _____

Street Address: 11 East 26th Street

City: New York State: NY Zip: 10010

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York
- Other _____

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

3. Nature of conveyance:

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

Execution Date: August 7, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,412,724

Additional number(s) attached Yes No

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

Name: Ronald S. Kadden

Internal Address: Suite 4410

Street Address: 60 East 42nd Street

City: New York State: NY Zip: 10165

6. Total number of applications and registrations involved: _____

1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

(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.

Ronald S. Kadden
Name of Person Signing

Ronald S. Kadden
Signature

August 10, 2001
Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

08/17/2001 6TMM11 00000084 2412724
01 FC:481 40.00 DP

ASSIGNMENT

WHEREAS, CRUNCH WORLD LLC, a limited liability company organized and existing under the laws of the State of New York, located and doing business at 11 East 26th Street, New York, New York 10010 (hereinafter the "Assignor") is the owner in the United States of the trademark CRUNCH & Design for weight lifting belts, wrist, ankle, and leg weights for exercise, boxing punching bags, boxing gloves, and jump ropes, and United States Registration No. 2,412,724, dated December 12, 2000, covering said CRUNCH & Design trademark for said goods; and


WHEREAS, CRUNCH FITNESS INTERNATIONAL, INC., a corporation organized and existing under the laws of the State of New York, located and doing business at 11 East 26th Street, New York, New York 10010 (hereinafter the "Assignee") is desirous of acquiring the said CRUNCH & Design trademark for the said goods, and United States Registration No. 2,412,724;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the trademark CRUNCH & Design for weight lifting belts, wrist, ankle, and leg weights for exercise, boxing punching bags, boxing gloves, and jump ropes, and United States Registration No. 2,412,724, dated December 12, 2000, covering said CRUNCH & Design trademark for said goods, together with the good will of the business connected with the use

of and symbolized by the said CRUNCH & Design trademark, and all Assignor's rights to damages or profits, due or accrued, arising out of past infringement of the said CRUNCH & Design trademark or injury to the said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this assignment has been executed this 7th day of August, 2001

CRUNCH WORLD LLC

By 
Name: Douglas Levine
Title: Manager

STATE OF NEW YORK)
 : SS.
COUNTY OF NEW YORK)

DL On this *7th* day of August, 2001, before me personally came DOUGLAS LEVINE, to me known, who, being by me duly sworn, did depose and say that he is Manager of CRUNCH WORLD LLC, the limited liability company described in and which executed the foregoing instrument; that the execution of the foregoing instrument by him was duly authorized according to the operating agreements; that he executed the instrument on behalf of said limited liability company pursuant to said authorization and that he signed his name thereto by like authority.

Melanie Concepcion
Notary Public

MELANIE CONCEPCION
Notary Public, State of New York
Qualified in Dutchess County
Reg.# 01C05027681
Commission Expires May 16, 2002