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To the Honorable Commissioner of Patents

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Attached original documents or copy thereof.

1. Name of conveying party(ies):

10-9-01

Firststar Bank, N.A.

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

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

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

Name: Superba, Inc.

Internal Address: _____

Street Address: 1735 South Santa Fe

City: Los Angeles State: CA ZIP: 90021

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

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

A. Trademark Application No.(s)

75/693,438

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Name: Harvey S. Hertz

Internal Address: _____

Street Address: 9777 Wilshire Blvd., #805

Beverly Hills, CA 90212

City: Beverly Hills State: CA ZIP: 90212

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.

Harvey S. Hertz

Name of Person Signing

Signature

10-3-01

Date

Total number of pages comprising cover sheet: _____

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ASSIGNMENT

FERRELL REED, LTD., a corporation, duly organized and existing under the laws of the State of Colorado, with offices at San Diego, CA, is the owner of Patent and Trademark Office Application Serial No. 75/693,438, filed, covering the trademark VERITAS BY FERRELL REED.

FIRSTAR BANK, N.A. is a National Banking association, duly organized and existing under the laws of ~~Mo~~ U.S., with offices at Clayton, MO.

For good and valuable consideration, the receipt of which is hereby acknowledged, FERRELL REED, LTD. by these presents does hereby sell, assign, and transfer unto FIRSTAR BANK, N.A. the entire right, title and interest in and to the trademark VERITAS BY FERRELL REED and the United States application for registration thereof, Serial No. 75/693,438, filed April 29, 1999, together with the good will of the business connected with the use of and symbolized by said mark.

FERRELL REED, LTD.

Ferrell Reed

Name: Ferrell Reed

Title: President

State of California)
) ss.
County of San Diego)



On 7-9-01, before me, personally appeared Ferrell Reed, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature executed this instrument.

Witness my hand and official seal.

Marianne Frost
Notary Public