

10-30-2001



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

Submission Type

- New 10/09/01
- 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 Effective Date  
September 14, 2001
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached.

Execution Date  
Month Day Year  
09/14/01

Name Excel Corporation

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached.

Name Advance Brands, LLC

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

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

Address (line 1) 13800 Wireless Way

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

Address (line 3) Oklahoma City Oklahoma 73134  
City State Zip Code

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other Delaware limited liability company
- Citizenship/State of Incorporation/Organization \_\_\_\_\_

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 on a separate document from assignment.)

FOR OFFICE USE ONLY

Public burden reporting 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 Assignment, Washington D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

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

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number (312) 577-7000

Name Joseph T. Nabor

Address (line 1) FITCH, EVEN, TABIN & FLANNERY

Address (line 2) 120 South LaSalle Street, Suite 1600

Address (line 4) Chicago, Illinois 60603

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 4

**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)**

76/160780	76/206250				

Number of Properties Enter the total number of properties involved. # 2

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 65.00

Method of Payment: Enclosed [ ] Deposit Account [X]  
(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 06-1135

Authorization to charge additional fees: Yes [X] 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.

Joseph T. Nabor \_\_\_\_\_  
Name of Person Signing Signature

October 4, 2001  
Date Signed

## TRADEMARK ASSIGNMENT

WHEREAS, Excel Corporation (hereinafter "Assignor"), a Delaware corporation with its principal office and place of business at 151 North Main, Wichita, Kansas 67202-2519, adopted, used and is using the trademark ADVANCE BRANDS and is the owner of trademark applications in the United States having the serial numbers set forth opposite such trademarks (hereinafter "Trademarks");

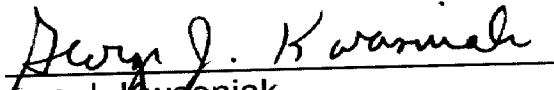
<u>Trademark</u>	<u>Serial No.</u>
ADVANCE BRANDS	76/160780
ADVANCE BRANDS	76/206250

WHEREAS, Advance Brands, LLC (hereinafter "Assignee"), a Delaware limited liability company with its principal office and place of business at 13800 Wireless Way, Oklahoma City, Oklahoma 73134, is desirous of acquiring said Trademarks and the applications thereof.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said Trademarks and the applications thereof in the United States, together with the goodwill of the business symbolized by said Trademarks and the applications thereof.

This Assignment was executed at Wichita, Kansas  
on September 14, 2001, 2001.

Excel Corporation

Signature:   
Name: George J. Kwasniak  
Title: Vice President, Business Unit  
Leader, Excel Specialty Products,  
Officer of Excel Corporation