

01-31-2002

ET

Docket No.:

.Y



101966246

Tab settings

To the Honorable Commissioner of Patents and Trademarks, please return the attached original documents or copy thereof.

1. Name of conveying party(ies):

Brand Farm, Inc.

1-18-02

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Association
- Limited Partnership
- Merger
- Change of Name

Execution Date: December 21, 2001

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

Name: Gold Violin, Inc.

Internal Address:

Street Address: 700 Harris Street

City: Charlottesville State: VA ZIP: 22903

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

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

A. Trademark Application No.(s)

75/871,713

Additional numbers

B. Trademark Registration No.(s)

JAN 18 2002

Yes No

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

Name: Mary Dalton Baril, Esq.

Internal Address: McGuireWoods LLP

Street Address: One James Center, 901 East Cary Street

City: Richmond State: VA ZIP: 23219-4030

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:

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.

Mary Dalton Baril

Name of Person Signing

Mary Baril

Signature

12-27, 2001

Date

Total number of pages including cover sheet, attachments, and

4

TRADEMARK

UNITED STATES SERVICE MARK ASSIGNMENT

WHEREAS, Brand Farm, Inc., a corporation duly organized and existing under the laws of the State of Delaware, hereinafter referred to as "ASSIGNOR," has adopted and used and is the owner of the mark set forth in the Schedule to this United States Service Mark Assignment (the "Mark"), together with the goodwill of the business in connection with which the Mark has been used (the "Goodwill"), and the United States Service Mark Application for the Mark (the "Application"); and

WHEREAS, Gold Violin, Inc., a corporation duly organized and existing under the laws of the State of Delaware, hereinafter referred to as "ASSIGNEE," is desirous of acquiring the Mark, together with the Goodwill and the Application;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has agreed to sell and has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over unto ASSIGNEE and its successors and assigns ASSIGNOR's entire right, title and interest in and to the Mark, the Goodwill and the Application, to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its assigns and legal representatives, for the full extent of the life of the Mark and the term of the Application, to be used as fully and entirely as such rights would have been held and enjoyed by ASSIGNOR had this Assignment and sale not been made.

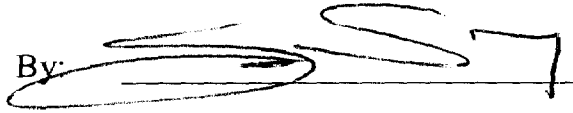
ASSIGNOR covenants that ASSIGNOR is the owner of the Mark and the holder of record title to the Application, and that ASSIGNOR has full power to make this Assignment.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be

executed this 21 day of December, 2001.

BRAND FARM, INC.

By:

A handwritten signature in black ink, appearing to read "S Galloway", written over a horizontal line.

Name: Scott Galloway

Title: CEO/Brand Farm

SCHEDULE

Name of Mark

Serial No.

GOLD VIOLIN

75/871,713