



HEET

101968327

To the Honorable Commissioner of Patents and Trademarks: Please record the annexed original document(s) or copy thereof.

1. Name of conveying party(ies) (assignor(s)):  
Debbie Herrenbruck

*1-18-02*

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

Additional name(s) of conveying party(ies) attached?  yes  no

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Marketing and Creative Sales, Inc.  
Address: 18010 Pine Canyon Court

City: Chesterfield  
State: Missouri      Zip: 63005

Country: U.S.A.

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Missouri

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       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: October 19, 2001

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

A. Trademark Application No.(s)      B. Trademark Registration No.(s)

2,499,157

Additional numbers attached?  Yes  No

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

William D. O'Neill  
Senniger, Powers, Leavitt & Roedel  
One Metropolitan Square  
16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400 (telephone)

6. Total number of applications and registrations involved:  
Application(s) \_\_\_\_\_ + Registration(s): 1 = Total 1

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

Enclosed  
 Authorized to be charged to deposit account

8. Deposit Account Number: 19-1345  
(Duplicate copy of this sheet attached)

Charge any underpayment or credit any overpayment to above 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.

William D. O'Neill      *William D. O'Neill*      October 30, 2001  
Name of Person Signing      Signature      Date

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

01/31/2002 LMUELLER 00000043 2499157  
01 FE:481      40.00 OP

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ASSIGNMENT

1. **WHEREAS**, Debbie Herrenbruck, of 18010 Pine Canyon Court, Chesterfield, Missouri 63005, an individual (hereinafter referred to as Assignor), has adopted and used in its business a certain trademark; and

2. **WHEREAS**, assignor has a certain registration in the United States Patent and Trademark Office relating to said trademark; and

3. **WHEREAS**, Marketing and Creative Sales, Inc., of 18010 Pine Canyon Court, Chesterfield, Missouri 63005, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title, and interest of assignor in said trademark and said registration and the good will of the business in connection with which said trademark is used;

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by assignee to assignor in hand paid, receipt of all of which is hereby acknowledged, assignor has agreed to and does hereby sell, assign, and transfer unto assignee, its successors and assigns, all of assignor's right, title, and interest throughout the world in and to said trademark and said registration together with the good will of the business in connection with which said trademark is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademark; including specifically, without limiting the generality of the foregoing, the United States registration listed below.

5. **TO BE HELD AND ENJOYED BY** assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by assignor had this sale and assignment not been made.

6. **THE UNITED STATES TRADEMARK REGISTRATION IS AS FOLLOWS:**

<u>REG. NO.</u>	<u>REG. DATE</u>	<u>MARK</u>
2,499,157	October 16, 2001	TALK TO ME TREAT BALL

IN WITNESS WHEREOF, assignor has caused these presents to be executed on this 19th day of OCTOBER, 2001.

By Debbie Herrenbruck  
Debbie Herrenbruck