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04-12-2002

FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp 4/94)

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Ronald G. Brock, Sr.

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 receiving party(ies)

Name: Pierce-Eislen, Inc.

Internal Address: _____

Street Address: 7201 East Camelback Road, Suite 216

City: Scottsdale State AZ ZIP: 85251

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

OFFICE OF PATENT & TRADEMARKS
FINANCE SECTION
MAR 27 11 15 AM '02

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 3/19/02

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

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

A. Trademark Application No.(s) 76017181

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: Stephen R. Winkelman

Internal Address: Fennemore Craig

04/12/2002 TBIAZ1 00000032 76017181

01 FC:481 40.00 OP

Street Address: 3003 North Central Avenue, Suite 2600

City: Phoenix State: AZ ZIP: 85012

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-- If the amount enclosed for filing fees is inadequate the fee for the assignment may be taken out of our deposit account

8. Deposit account number: 060590

(Attach duplicate copy of this page _____ 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.

Stephen R. Winkelman [Signature] 3-27-02
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

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

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Ronald G. Brock, Sr. an individual, at 7201 East Camelback Road, Suite 216, Scottsdale, Arizona 85251 ("Assignor") has adopted and used, and is using various trademarks and service marks including the one identified on Schedule "A" hereto (the "Marks"); and

WHEREAS, Pierce-Eislen, Inc., a Delaware corporation with an office at 7201 East Camelback Road, Suite 216, Scottsdale, Arizona 85251 ("Assignee") desires to acquire all of Assignor's right, title and interest in and to the Marks and the goodwill associated therewith, and Assignor desires to assign all of its right, title and interest in the foregoing to Assignee.

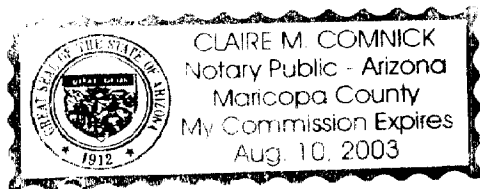
NOW, THEREFORE, for good and valuable consideration receipt of which is acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, and in the goodwill associated therewith, and U.S. federal registrations thereof.

Accordingly, the undersigned waives any and all rights to claim ownership of the Marks following this assignment.

Ronald G. Brock, Sr.
Name: Ronald G. Brock, Sr.

Sworn to be fore me this
25th day of March 2002

Claire M. Comnick
Notary Public



SCHEDULE A

MARK	APPLICATION NUMBER
PIERCE-EISLEN	76017181