

TRA

05-08-2002

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original documents or copy thereof.

To the Honorable Commissioner of Patents and

102080959

1. Name of conveying party(ies):

Firststar Bank, N.A.

4.29.02

- 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: June 4, 2001

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,722,067

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

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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

4-16-02

Date

Total number of pages comprising cover sheet: 1

ASSIGNMENT

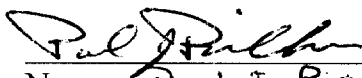
FIRSTAR BANK, N.A., a National Banking association, duly organized and existing under the laws of U.S., with offices at 8820 Indus Clayton Mo., is the owner of the following mark which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Dated</u>
FR FERRELL REED	1,722,067	Sept. 29, 1998

SUPERBA, INC. is a corporation organized and existing under and by virtue of the laws of the State of California, with offices at 1735 South Santa Fe, Los Angeles, California.

For good and valuable consideration, the receipt of which is hereby acknowledged, FIRSTAR BANK, N.A. by these presents does hereby sell, assign, and transfer unto SUPERBA, INC. the entire right, title and interest in and to the trademark FR FERRELL REED, and the United States registration thereof, Registration No. 1,722,067, dated September 29, 1998, together with the good will of the business connected with the use of and symbolized by said mark.

FIRSTAR BANK, N.A.

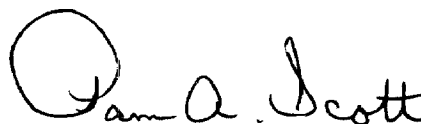

Name: Paul J. Piechowski
Title: S.V.P.

State of MISSOURI)
) ss.
County of St. Louis)

On JUNE 4, 2001, before me, personally appeared Paul J. Piechowski 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.

PAM A. SCOTT
Notary Public - Notary Seal
STATE OF MISSOURI
St. Louis County
My Commission Expires: June 16, 2003


Notary Public