

05-16-2002

FORM PTO-1594
1-31-92

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HEET

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):

Thomas E. Daniels

5-7-02

- 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: Back To Basics Products, Inc.

Internal Address: _____

Street Address: 11660 South State Street

City: Draper State: UT ZIP: 84020

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Utah
- 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 April 24, 2002

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

A. Trademark Application No.(s)

76/357,784
76/357,638
76/357,639

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: Peter M. de Jonge

Internal Address: _____

Street Address: P.O. Box 1219

City: Sandy State: UT ZIP: 84091-1219

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41):..... \$ 90.00

- Enclosed (Deficiencies Only)
- Authorized to be charged to deposit account

8. Deposit account number:

20-0100 Deficiencies Only

(Attach duplicate copy of this page if paying by deposit account)

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DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 OP
50.00 OP

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.

Peter M. de Jonge

Name of Person Signing

Signature

4/24/02

TRADEMARK

REEL: 002507 FRAME: 0090

Peter M. de Jonge
THORPE NORTH & WESTERN, L.L.P.
P.O. BOX 1219
SANDY, UTAH 84091-1219

ASSIGNMENT

WHEREAS, Thomas E. Daniels (hereinafter referred to as "ASSIGNOR"), a citizen of the United States of America, having an address of 11660 South State Street, Draper, Utah 84020, is the owner of all right, title, and interest in and to the following trademarks (hereinafter referred to as the "Marks") and corresponding trademark applications (hereinafter referred to as the "applications"):

"BACK TO BASICS"

Serial No.: 76/357,784 Filed: January 10, 2002

"HAWAIIICE"

Serial No.: 76/357,638 Filed: January 11, 2002

"PEEL AWAY"

Serial No.: 76/357,639 Filed: January 11, 2002

WHEREAS, Back To Basics Products, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 11660 South State Street, Draper, Utah 84020, is desirous of acquiring all right, title and interest in and to the Marks held by Thomas E. Daniels, and the above-identified applications;


NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Marks, the above-identified applications,

and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Marks.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Marks to the ASSIGNEE as the owner of the entire interest of said Marks, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 24 day of APRIL, 2002.



Thomas E. Daniels