

09-30-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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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): American Marketing Industries, Inc. 9-25-02 [checkbox] Individual(s) [checkbox] Association [checkbox] General Partnership [checkbox] Limited Partnership [X] Corporation-State Delaware [checkbox] Other Additional name(s) of conveying party(ies) attached? [checkbox] Yes [checkbox] No

2. Name and address of receiving party(ies) Name: American Identity, Inc. Internal Address: Street Address: 10450 Holmes Road City: Kansas City State: MO Zip: 64131 [checkbox] Individual(s) citizenship [checkbox] Association [checkbox] General Partnership [checkbox] Limited Partnership [X] Corporation-State Delaware [checkbox] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [checkbox] Yes [checkbox] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [checkbox] Yes [checkbox] No

3. Nature of conveyance: [X] Assignment [checkbox] Merger [checkbox] Security Agreement [checkbox] Change of Name [checkbox] Other Execution Date: October 18, 2000

4. Application number(s) or registration number(s): A. Trademark Application No.(s) See Attached Schedule A B. Trademark Registration No.(s) See Attached Schedule A Additional number(s) attached [X] Yes [checkbox] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Jeffrey E. Fine, Esq. Internal Address: Polsinelli, Shalton & Welte, P.C. Street Address: 100 S. Fourth Street Suite 1100 City: St. Louis State: MO Zip: 63102

6. Total number of applications and registrations involved: 18 7. Total fee (37 CFR 3.41) \$ 465.00 [X] Enclosed [checkbox] Authorized to be charged to deposit account

8. Deposit account number:

09/30/2002 ANNED1 00000013 2446907 01 FR:461 40.00 OP 02 FR:482 425.00 OP

DO NOT USE THIS SPACE

9. Signature. Jeffrey E. Fine Name of Person Signing [Signature] Signature September 20, 2002 Date [8] Total number of pages including cover sheet, attachments, and document:

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

TRADEMARK REEL: 002590 FRAME: 0166

SCHEDULE A

U.S. REGISTRATIONS AND APPLICATIONS

MARK	REGISTRATION NO. / APPLICATION NO.	REGISTRATION DATE / FILING DATE
A I & Design	2,446,907	04/24/01
AMERICAN IDENTITY	2,446,906	04/24/01
AI AMERICAN IDENTITY & Design	2,458,061	06/05/01
AMERICA'S LEGEND & Design	2,231,276	03/16/99
IDENTITY (Common Law Trademark)		
IDENTITY NOW	2,478,037	08/14/01
IDENTITYNOW.COM & Design	2,487,363	09/11/01
K & Design	1,355,001	08/20/85
K & Design	1,382,636	02/11/86
K & Design	1,838,092	05/31/94
K-BRAND & Design	1,347,684	07/09/85
K-PRODUCTS K & Design	1,863,904	11/22/94
K-PRODUCTS, INC. & Design	1,355,002	08/20/85
K-PRODUCTS, INC. & Design	1,381,897	02/04/86
LEGACY GROUP	75/587,927	11/13/98 (abandoned 1/19/01)
LEGEND & Design	2,420,588	01/16/01
LEGEND (stylized)	76/340,196	11/21/01
LEGEND MARKETING & Design	2,420,567	01/16/01
PENNANT WINNER (Common Law Trademark)		
SWINGSTER	0,962,112	6/26/73 (renewed)

		6/26/93)
SWINGSTER DESTINATION (Common law trademark)		

U.S. COPYRIGHTS

Billboard graphics (unregistered)		
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CANADIAN REGISTRATIONS

K & Design	TMA 0220637	05/13/77 (renewed 05/13/92)
SWINGSTER	TMA 0432362	08/26/94

MEXICAN REGISTRATIONS AND APPLICATIONS

LEGEND and Design		filed 06/04/02
LEGEND MARKETING & Design		filed 06/04/02
SWINGSTER	469,589	

UNITED KINGDOM REGISTRATIONS

VELVA SHEEN	1,562,429	10/20/95 (expired: 02/16/01)
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28044 / 57998
JEFIN 201121

**RESTATED ASSIGNMENT OF TRADEMARKS,
TRADEMARK APPLICATIONS, AND COPYRIGHTS
BY AMERICAN MARKETING INDUSTRIES, INC.**

This Restated Assignment is made as of the 18th day of October, 2000, by and between American Marketing Industries, Inc., a Delaware Corporation, whose mailing address is 3620 Arrowhead Avenue, Independence, Missouri 64055 ("Assignor") and American Identity, Inc., a Delaware corporation, whose mailing address is 10450 Holmes Road, Kansas City, Mo., 64131, ("Assignee"), and

WHEREAS, the Assignor is the sole owner of certain United States and foreign common law, registered and unregistered trademarks and service marks, trademark applications and service mark applications, trade names, logos, and copyrights (collectively, the "Intellectual Property") as more particularly described in Schedule A attached hereto and incorporated herein by this reference; and

WHEREAS, the Assignee is desirous of acquiring Assignor's entire right, title and interest in such Intellectual Property, together with the goodwill of the business associated therewith, and which is symbolized thereby; and

WHEREAS, the Assignor has agreed to sell, assign, transfer and convey all of its right, title and interest in and to all of the Intellectual Property, together with the goodwill of the business associated therewith, and which is symbolized thereby, to the Assignee;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00), the receipt of which is hereby acknowledged, and other good and valuable consideration, the Assignor and ASSIGNEE agree as follows:

1. Assignment of Intellectual Property.

The Assignor hereby sells, assigns, and transfers unto the Assignee all of its right, title and interest in the Intellectual Property, both foreign and U.S., and the entire right, title, and interest in said trademarks, trademark applications, and copyrights, together with the goodwill of the business associated therewith, and which is symbolized thereby, together with the entire right, title, and interest during any and all trademark and copyright renewals and extensions that may be granted thereon, to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors, and assigns, and the right to sue and recover for past infringement thereof.

2. Further Assurances. Assignor will provide Assignee, its successors, assigns or other legal representatives, cooperation and assistance at the Assignee's reasonable request, such assistance, including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, powers of attorney, or other supplemental documentation as may reasonably be required to reflect the parties intent set forth herein.

3. Effective Date. This Assignment of Intellectual Property shall be effective as of the date first written above.

EXECUTED this 13 day of September, 2002.

ASSIGNOR:

AMERICAN MARKETING
INDUSTRIES, INC.

By: *David L. Hausen*
(Print) DAVID L. HAUSEN
Title: AMI CFO

ASSIGNEE:

AMERICAN IDENTITY, INC.

By: *Richard W. Asbeck*
(Print) Richard W. Asbeck
Title: AI CFO

STATE OF MISSOURI)
) ss
COUNTY OF Jackson)

Before me, the undersigned notary public, personally appeared said David L. Hausen and acknowledged that he is the CFO of American Marketing Industries, Inc., and that he signed the foregoing instrument as his free act and deed on behalf of American Marketing Industries, Inc. this 13 day of September, 2002.

Amy L. Bradford
Notary Public

AMY L. BRADFORD
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires 4/24/2006

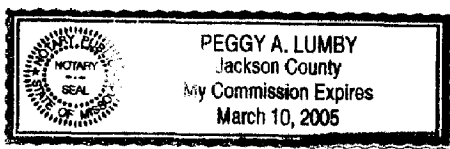
My commission expires:
04-24-06

STATE OF MISSOURI)
) ss
COUNTY OF JACKSON)

Before me, the undersigned notary public, personally appeared said RICHARD WITASZAK and acknowledged that he is the CFO of American Identity, Inc., and that he signed the foregoing instrument as his free act and deed on behalf of American Identity, Inc. this 13th day of September, 2002.

Peggy A. Lumby
Notary Public

My commission expires:
3/10/05



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