

12-09-2002

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

102305083

Tab settings

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

1. Name of conveying party(ies):
Rocky Mountain Holdings, L.L.C.

12-4-02

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

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Michelle E. North
Internal Address:
Street Address: P.O. Box 189
City: Bodega Bay State: CA Zip 94923

Individual(s) citizenship USA
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 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 16, 2002

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
2,556,729; 2,456,896; 2,478,516 and 2,393,562

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Michael E. Mangelson
 Internal Address: (801) 328-3131

Street Address: Stoel Rives LLP
One Utah Center
201 South Main, Ste. 1100

City: Salt Lake City State: Utah Zip: 84111-4904

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41) \$115.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 502375
 (Attach duplicate copy of this page if 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.

James L. Weaver
 Name of Person Signing
 Title: President & COO

James L. Weaver
 Signature

Nov. 25, 2002
 Date

12/06/2002 LMWELLER 00000103 2556729

01 FC:0621
02 FC:0522

40.00 OR
75.00 OR

Total number of pages including cover sheet, attachments, and document: 3
documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SaltLake-189039.1 0099999-00001

TRADEMARK
REEL: 002630 FRAME: 0011

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made as of the 16th day of October, 2002, by ROCKY MOUNTAIN HOLDINGS, L.L.C., a Delaware limited liability company with an address at 800 South 3110 West, Provo, Utah 84601 ("Assignor"), in favor of MICHELLE E. NORTH, an individual with an address at P.O. Box 189, Bodega Bay, California 94923 ("Assignee").

WHEREAS, Assignor has adopted and used the marks that are the subject of this assignment and is the owner of U.S. Registration Nos. 2,556,729; 2,456,896; 2,478,516; and 2,393,562 as set forth in Exhibit A and incorporated herein by reference;

WHEREAS, Assignee desires to acquire said marks and registrations, together with all of the common law rights and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, convey and transfer unto Assignee all right, title and interest in and to the marks set forth in Exhibit A attached hereto, together with the goodwill of Assignor's business symbolized by the marks and all registrations therefor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the date first above written.

ROCKY MOUNTAIN HOLDINGS, L.L.C.

By: James L. Weaver
James L. Weaver, President & COO

STATE OF UTAH)
) ss.
COUNTY OF UTAH)

On this 25th day of November before me Susan C. Lyman, a notary public, personally appeared James L. Weaver, personally known to me to be the person whose name is subscribed to this instrument and acknowledged that he/she executed the same.

Susan C. Lyman
Notary Public

My Commission Expires: 8.23.04

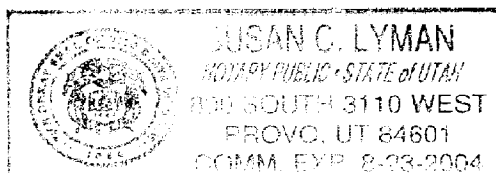


EXHIBIT A

ROCKY MOUNTAIN HOLDINGS, L.L.C.

“THE WISDOM WELL” TRADEMARK REGISTRATIONS

Mark	Int’l Class	Registration No.	Registration Date
THE WISDOM WELL (Word Mark)	041	2,556,729	April 2, 2002
THE WISDOM WELL (and Design)	041	2,456,896	June 5, 2001
THE WISDOM WELL (Word Mark)	042	2,478,516	August 14, 2001
THE WISDOM WELL (and Design)	042	2,393,562	October 10, 2000