

TRADEMARKS ONLY

To the Commissioner for Trademarks:
Please record the attached original document or copy thereof.

1. NAME OF PARTY CONVEYING AN INTEREST:
Innova, Inc.

ENTITY:

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation State: Iowa
- Other: _____

2. NAME OF PARTY RECEIVING AN INTEREST:

Name: Innovation IP Holding Co.
 Internal Address: 409 W. 76th St.
 Street Address: 409 W. 76th St.
 City: Davenport State: Iowa
 Zip: 52806

ENTITY:

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation State: Iowa
- Other: _____

If not domiciled in the United States, a domestic representative designation is attached: _____ Yes _____ No

(The attached document must not be an assignment)

3. INTEREST CONVEYED: Entire

- Assignment
- Security
- Name Change
- Merger
- Other

4. Application no's or registration no's. Additional sheet attached? X Yes _____ No

- A. Trademark Application Serial No. 76/180, filed 12/13/2000
- B. Trademark Registrations (See attached sheet)

5. Name and address of party to whom correspondence concerning document should be mailed:

Gerald M. Kraai, Esq.
 Shughart Thomson & Kilroy, P.C.
 120 West 12th Street
 Kansas City, Missouri 64105

7. Amount of fee involved: \$1,140.00

8. Please charge deposit account number No. 12-1660 for the recording fee of \$1,140.00

A duplicate copy of this form is being submitted herewith.

6. Number of applications (1) and registrations (44) involved: 45

DO NOT USE THIS SPACE

9. Date of execution of attached document is: March 15, 2003.

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. This document executed on: April 3, 2003.

Gerald M. Kraai 34,854
 Signature Reg. No.

Gerald M. Kraai
 Name of Person Signing

4. Registration Nos. (Page 2 of 2):

No. 2,668,805; Reg. Date: 12/31/02
No. 2,639,440; Reg. Date: 10/22/02
No. 2,682,832; Reg. Date: 02/04/03
No. 2,694,041; Reg. Date: 03/04/03
No. 2,647,145; Reg. Date: 11/05/02
No. 2,673,142; Reg. Date: 01/07/03
No. 2,673,067; Reg. Date: 01/07/03
No. 2,644,240; Reg. Date: 10/29/02
No. 2,629,308; Reg. Date: 10/01/02
No. 2,534,145; Reg. Date: 01/29/02
No. 2,534,142; Reg. Date: 01/29/02
No. 2,540,051; Reg. Date: 02/19/02
No. 2,630,574; Reg. Date: 10/08/02
No. 2,494,486; Reg. Date: 10/02/01
No. 2,512,498; Reg. Date: 11/27/01
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No. 2,480,918; Reg. Date: 08/21/01
No. 2,528,362; Reg. Date: 01/08/02
No. 2,466,667; Reg. Date: 07/03/01
No. 2,523,348; Reg. Date: 12/25/01
No. 2,368,912; Reg. Date: 07/18/00
No. 2,498,946; Reg. Date: 10/16/01
No. 2,371,131; Reg. Date: 07/25/00
No. 2,439,515; Reg. Date: 03/27/01
No. 2,436,501; Reg. Date: 03/20/01
No. 2,341,360; Reg. Date: 04/11/00
No. 2,341,347; Reg. Date: 04/11/00
No. 2,332,208; Reg. Date: 03/21/00
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No. 2,384,191; Reg. Date: 09/05/00
No. 2,451,722; Reg. Date: 05/15/01
No. 2,338,040; Reg. Date: 04/04/00
No. 2,328,937; Reg. Date: 03/14/00
No. 2,335,296; Reg. Date: 03/28/00
No. 2,319,173; Reg. Date: 02/15/00
No. 2,323,575; Reg. Date: 02/29/00
No. 2,267,906; Reg. Date: 08/03/99
No. 2,347,585; Reg. Date: 05/02/00
No. 2,277,412; Reg. Date: 09/14/99

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No. 2,267,906; Reg. Date: 08/03/99
No. 2,347,585; Reg. Date: 05/02/00
No. 2,277,412; Reg. Date: 09/14/99

ASSIGNMENT OF TRADEMARKS

For \$1.00 (One Dollar) and other good and valuable consideration, INNOVA INC., an Iowa corporation, whose principal offices are at 409 W. 76th Street, Davenport, Iowa 52806, grants, conveys and assigns to INNOVATION IP HOLDING CO., an Iowa corporation, whose principal offices are at 409 W. 76th Street, Davenport, Iowa 52806, all right, title, and interest in and to each of the trademarks, trademark applications, and trademark registrations listed on EXHIBITS A1, A2, and A3 attached hereto, together with the goodwill of the business symbolized by each of said trademarks, all common law rights associated with each of said trademarks, all claims for damages by reason of past infringement of each of said trademarks, and the right to sue and collect for any past infringement of each of said trademarks:

Executed March 15, 2003.

INNOVA INC.

By: 
Lewis A. Mendelson
Vice President

STATE OF MISSOURI)
) ss.
JACKSON COUNTY)

On this 15th day of March, 2003, before me, a Notary Public in and for said county and state, personally appeared Lewis A. Mendelson, the Vice President of Innova Inc., known to me to be the person and authorized office of said corporation who executed the above Assignment of Trademarks on behalf of said corporation and acknowledged to me that the same was executed as the free and voluntary act and deed of said officer and as the free and voluntary act and deed of said corporation.


NOTARY PUBLIC

My Commission Expires:

SHARON S. SHATTO
NOTARY PUBLIC - NOTARY SEAL
STATE OF MISSOURI
JACKSON COUNTY
MY COMM. EXP. 4/27/2006

EXHIBIT A1

| MARK | Serial No. | Registration Number | Registration or Filing Date | Class |
|---------------------------------|-------------------|----------------------------|------------------------------------|--------------|
| ULTREX COOKWARE | 76-180551 | | 12/13/00 | 25 |
| COOK IT YOUR WAY | 76-368805 | 2,668,805 | 12/31/02 | 21 |
| ULTREX | 76-363827 | 2,639,440 | 10/22/02 | 11 |
| ULTREX | 76-330139 | 2,682,832 | 2/4/03 | 7 & 11 |
| ULTREX PACK 'N SAVE | 76-299881 | 2,694,041 | 3/4/03 | 9 & 16 |
| INNOVEX 75 | 76-295927 | 2,647,145 | 11/5/02 | 2 |
| INNOVEX | 76-294853 | 2,673,142 | 1/7/03 | 2 |
| INNOVA COLOR CAST | 76-260648 | 2,673,067 | 1/7/03 | 21 |
| ULTREX II | 76-250207 | 2,644,240 | 10/29/02 | 21 |
| ULTREX II | 76-250015 | 2,629,308 | 10/1/02 | 11 |
| PROPIZIO GOLD | 76-220583 | 2,534,145 | 1/29/02 | 21 |
| PROPIZIO | 76-220495 | 2,534,142 | 1/29/02 | 21 |
| ULTREX | 76-214460 | 2,540,051 | 2/19/02 | 7 |
| ULTREX ULTIMATE PRESSURE COOKER | 76-209755 | 2,630,574 | 10/8/02 | 21 |
| ULTREX | 76-194489 | 2,494,486 | 10/2/01 | 11 |
| ULTREX | 76-191033 | 2,512,498 | 11/27/01 | 21 |
| CONFIDENCE | 76-180555 | 2,632,935 | 10/8/02 | 21 |
| ULTREX COOKWARE | 76-180553 | 2,672,910 | 1/7/03 | 24 |
| LEYSE PLATINUM | 76-086730 | 2,496,017 | 10/9/01 | 21 |
| INNOVA SPACE SAVERS | 76-086340 | 2,577,456 | 6/11/02 | 21 |
| INNOVA ELEGANCE | 76-086339 | 2,581,029 | 6/18/02 | 21 |

EXHIBIT A2

| MARK | Serial No. | Registration Number | Registration or Filing Date | Class |
|---|------------|---------------------|-----------------------------|-------|
| POWER PAD | 76-035133 | 2,455,211 | 5/29/01 | 6 |
| LEYSE | 75-937761 | 2,480,918 | 8/21/01 | 11 |
| ULTREX | 75-897186 | 2,528,362 | 1/8/02 | 24 |
| ULTREX | 75-897148 | 2,466,667 | 7/3/01 | 3 |
| ULTREX | 75-896676 | 2,523,348 | 12/25/01 | 11 |
| LEYSE | 75-822938 | 2,368,912 | 7/18/00 | 21 |
| THE ALMOST NO PRESSURE PRESSURE COOKER | 75-822796 | 2,498,946 | 10/16/01 | 21 |
| INNOVA COLORS | 75-797900 | 2,371,131 | 7/25/00 | 21 |
| CLASSICOR | 75-786992 | 2,439,515 | 3/27/01 | 21 |
| SAFFRON | 75-783696 | 2,436,501 | 3/20/01 | 21 |
| INNOVA THE KITCHEN EXPERTS | 75-738481 | 2,341,360 | 4/11/00 | 21 |
| INNOVA | 75-737700 | 2,341,347 | 4/11/00 | 21 |
| INNOVA | 75-663822 | 2,332,208 | 3/21/00 | 9 |
| ULTREX | 75-662104 | 2,329,192 | 3/14/00 | 8 |
| ULTREX | 75-662014 | 2,384,191 | 9/5/00 | 7 |
| INNOVA | 75-661558 | 2,451,722 | 5/15/01 | 7 |
| INNOVA PROFESSIONAL | 75-637118 | 2,338,040 | 4/4/00 | 21 |
| INNOVA CONTINENTAL | 75-637112 | 2,328,937 | 3/14/00 | 21 |
| CASTEX | 75-637016 | 2,335,296 | 3/28/00 | 21 |
| ULTREX | 75-637015 | 2,319,173 | 2/15/00 | 11 |

EXHIBIT A3

| MARK | Serial No. | Registration Number | Registration or Filing Date | Class |
|----------------------|-------------------|--------------------------------|--|--------------|
| INNOVA | 75-582041 | 2,323,575 | 2/29/00 | 21 |
| EURO CLASSIC | 75-467563 | 2,267,906 | 8/3/99 | 21 |
| SAFFRON PROFESSIONAL | 75-428720 | 2,347,585 | 5/2/00 | 21 |
| ULTREX | 75-426584 | 2,277,412 | 9/14/99 | 21 |