

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Unified Precious Metals, Inc.		07/15/2003	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	National Consumer Marketing, LLC
Street Address:	230 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LTD LIAB JT ST CO: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number
Registration Number:	2090188
Registration Number:	1929489
Registration Number:	1919589
Registration Number:	1817597

CORRESPONDENCE DATA

Fax Number: (212)692-1021  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: bashort@duanemorris.com  
 Correspondent Name: William R. Hansen  
 Address Line 1: 380 Lexington Avenue  
 Address Line 4: New York, NEW YORK 10168

ATTORNEY DOCKET NUMBER:	Y1676-00004
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CH \$115.00 2090188

NAME OF SUBMITTER:

William R. Hansen

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, UNIFIED PRECIOUS METALS, INC. a California corporation, located and doing business at 31166 Via Colinas, Westlake Village, California 90067 (“Assignor”), is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
AMERICAN HISTORIC SOCIETY	2,090,188 (Supplemental)	August 19, 1997
VANISHING CLASSICS COLLECTION	1,929,489	October 24, 1995
YESTERYEAR COLLECTION	1,919,589	September 19, 1995
AMERICA’S FAVORITE	1,817,597 (Supplemental)	January 18, 1994

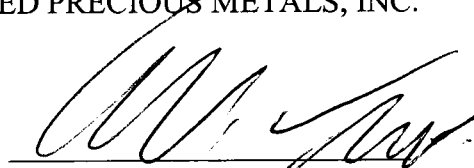
WHEREAS, NATIONAL CONSUMER MARKETING, LLC, a Delaware limited liability company with an address at 230 Fifth Avenue, New York, New York 10001 (“Assignee”), is desirous of acquiring said registered trademarks and all associated goodwill in said trademarks; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of May 19, 2003, *nunc pro tunc*, Assignor hereby assigns to Assignee all rights, title and interest in and to said trademarks and the above-named registrations therefore, together with the goodwill of the business symbolized by said trademarks.

UNIFIED PRECIOUS METALS, INC.

Dated: July 15, 2003

By:



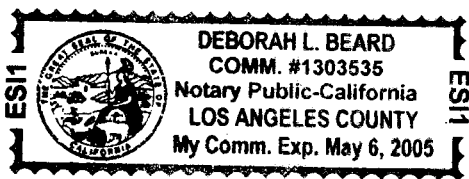
Name: Alan Van Vliet  
Title: President

ACKNOWLEDGMENT

STATE OF California )  
COUNTY OF Los Angeles ) ss.:

15th July 2003

On this \_\_\_ day of (month), (year), before me personally appeared Alan Van Vliet,  
to me known, who, being by me duly sworn, did depose and say that ~~he~~<sup>she</sup> is (position) of  
(assignor), the Assignor above-named, and acknowledged that ~~he~~<sup>she</sup> executed the foregoing  
Assignment on behalf of said Assignor and pursuant to authority duly received.



Deborah L. Beard  
Notary Public  
Deborah L. Beard

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