

05-07-2003

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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102441103

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

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

1. Name of conveying party(ies):

43003

DR Partners

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 3, 2003

2. Name and address of receiving party(ies)

Name: Stephens Press, LLC

Internal Address: _____
Address: _____

Street Address: 1111 W. Bonanza
City: Las Vegas State: NV Zip: 89101

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

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

OFFICE OF PUBLIC RECORDS
2003 APR 30 AM 9:27
FINANCE SECTION

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

A. Trademark Application No.(s) 76/421018

B. Trademark Registration No.(s) _____

Additional number(s) attached Yes No

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

Name: Steven A. Gibson, Esq.

Internal Address: Santoro, Driggs, Walch,
Kearney, Johnson & Thompson

Street Address: 400 South Fourth Street
Third Floor

City: Las Vegas State: NV Zip: 89101

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Bryce K. Earl, Esq.
Name of Person Signing

Signature

30 April 2003
Date

Total number of pages including cover sheet, attachments, and document: 2

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

05/06/2003 6TOM11 00000116 76421018
61 FC:6521 40.00 OP

TRADEMARK
REEL: 002724 FRAME: 0887

INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the "Assignment") is made effective as of February 26, 2003 (the "Effective Date") by and between DR Partners, a Nevada general partnership composed of Stephens Group, Inc., an Arkansas corporation and Stephens Holding Company, an Arkansas corporation ("DR") and Stephens Press, LLC, a Nevada limited liability company ("Assignee") (together the "Parties").

For Three Hundred and Twenty Five Dollars (\$325) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, DR hereby conveys, transfers and assigns to Assignee DR's entire right, title, license and interest in, to and under the mark application for registration on an intent-to-use basis for STEPHENS PRESS (as set forth in the application for registration, US serial number 76/421018) ("STEPHENS PRESS Application") including, without limitation, the portion of the ongoing business of DR that is directly and exclusively attributable to the business specified in the scope of use identified on the STEPHENS PRESS Application as ultimately registered and as conducted by DR as of the Effective Date (if any), the right to sue and recover for any past and/or continuing infringements or contract breaches, said rights, titles, licenses and interests to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by DR if this conveyance, transfer and assignment had not been made.

IN WITNESS WHEREOF, DR hereby executes this Assignment on this 3rd day of March, 2003.

DR Partners:

[Handwritten Signature]

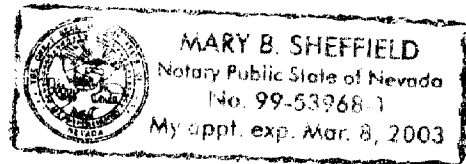
By: Mark A. Hinueber
Its: Assistant Secretary

STATE OF NEVADA)
COUNTY OF CLARK)

Subscribed and sworn to before me this 4 day of MARCH, 2003.

Mary B. Sheffield
Notary Public

My Commission Expires: MAR 8, 2003
SEAL



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OF COUNSEL:
ANTHONY A. ZMAILA

April 29, 2003

Via Express Mail Post Office to Addressee

Mail Stop Assignment Recordation Services
Director of the US Patent & Trademark
Office
PO Box 1450
Alexandria, VA 22313-1450

**RE: Assignment Documentation for:
STEPHENS PRESS, Class 41, Serial No: 76/421018
(the "Mark")**

Dear Sir or Madame:

Enclosed please find the following documentation for recording the assignment for the Mark:

- (1) One (1) Recordation Form Cover Sheet corresponding with the assignment documentation for the Mark on behalf of Stephens Press, LLC; and
- (2) One (1) check in the amount of \$40.00 to cover the recording fee.

If the enclosed papers are considered incomplete, the Mail Room is respectfully requested to contact the undersigned immediately. Please acknowledge receipt of the assignment documentation by stamping the enclosed self-addressed, stamped envelope.

Best regards,

SANTORO, DRIGGS, WALCH,
KEARNEY, JOHNSON & THOMPSON


Bryce K. Earl

Enclosure

cc: Mark A. Hinueber, Esq.
Steven A. Gibson, Esq.

J:\TIP\Stephens Press\IP\USPTO Ltr Stephens Press assignment.doc

RECORDED: 04/30/2003

TRADEMARK
REEL: 002724 FRAME: 0889