

05-09-2003

U.S. Department of Commerce
Patent and Trademark Office

RI



5-903

102445452

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

1. Name of conveying party(ies):

Impra, Inc.

S-9-03

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

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

2. Name and Address of receiving party(ies)

Name: BCR, Inc.

Address: 1105 North Market Street, Suite 1300
Wilmington, Delaware 19801

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3. Nature of conveyance:

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

Execution Date: May 2, 2003

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - Delaware
- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2691273

Additional numbers attached? Yes No

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

Thomas Kjellberg, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 1

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

Enclosed

Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

05/12/2003 6TON11 00000034 2691273
01 FC:8521 40.00 OP

8. Deposit Account No. 03-3415

(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.

Thomas Kjellberg
Name of Person Signing

Signature

5/9/03
Date

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

Mail to: Mail Stop Recordation Services, Director of the United States Patent and Trademark Office, P. O. Box 1450 Alexandria, VA 22313-14501

TRADEMARK ASSIGNMENT

WHEREAS, Impra, Inc., an Arizona corporation, of 1625 West Third Street, Tempe, Arizona 85281 ("Assignor"), has adopted, used, is using and is the owner of the trademarks on the attached Schedule A; and

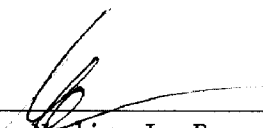
WHEREAS, BCR, Inc., a Delaware corporation, of 1105 North Market Street, Suite 1300, Wilmington, Delaware 19801 ("Assignee"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the marks, together with the goodwill of the business symbolized by the said marks, and the above-identified registrations thereof, as well as the right to take legal action against infringements occurring either before or after the date of this assignment, and to collect and retain all monetary and other benefits derived therefrom.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in and to the marks in Assignee, or which may be necessary to obtain, renew, issue or enforce the marks.

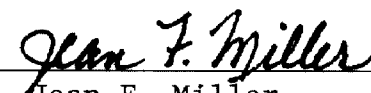
IN WITNESS WHEREOF, Impra, Inc. has caused this Trademark Assignment to be executed and delivered as of this 2nd day of May, 2003.

IMPRA, INC.

By 
Name: Nadia J. Bernstein
Title: Secretary

IN WITNESS WHEREOF, BCR, Inc. accepts this Trademark Assignment executed and delivered as of this 2nd day of May, 2003.

BCR, INC.

By 
Name: Jean F. Miller
Title: Assistant Secretary

SCHEDULE A

TRADEMARK	COUNTRY	REG. NO.	REG. DATE
INNOVATION FOR OPTIMAL OUTCOME	U.S.	2,691,273	2/25/03