

6-11-03

06-17-2003



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

**RECORDATION OF TRADEMARKS**

DEPARTMENT OF COMMERCE  
Patent and Trademark Office

102475129

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

|  |  |
|--|--|
| <p>1. Name of conveying party(ies):</p> <p>Lifeguard Licensing Corp.</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-State New York</p> <p><input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> | <p>2. Name and address of receiving party(ies)</p> <p>Name: <u>LBW Entertainment, Inc.</u></p> <p>Internal Address: <u>Attn: Doug Davis, Esq.</u></p> <p>Street Address: <u>c/o Davis, Shapiro &amp; Lewitt LLP</u><br/><u>689 5th Avenue</u></p> <p>City: <u>NY</u> State: <u>NY</u> Zip: <u>10022</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____</p> <p><input type="checkbox"/> Association _____</p> <p><input type="checkbox"/> General Partnership _____</p> <p><input type="checkbox"/> Limited Partnership _____</p> <p><input checked="" type="checkbox"/> Corporation-State <u>Georgia</u></p> <p><input type="checkbox"/> Other _____</p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)</small></p> <p>Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> |
| <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>May 23, 2003</u></p>  |  |

|   |  |
|---|--|
| <p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s)</p> <p><u>78/071544</u></p> | <p>B. Trademark Registration No.(s)</p> <p>_____</p> |
| <p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>                  |  |

|  |   |
|--|---|
| <p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Doug Davis, Esq.</u></p> <p>Internal Address: <u>Davis, Shapiro &amp; Lewitt LLP</u></p> <p>Street Address: <u>689 5th Avenue</u></p> <p>City: <u>New York</u> State: <u>NY</u> Zip: <u>10022</u></p> | <p>6. Total number of applications and registrations involved: ..... <span style="border: 1px solid black; padding: 2px;">1</span></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40.00</u></p> <p><input type="checkbox"/> Enclosed</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number:</p> <p><u>500932</u></p> <p><small>(Attach duplicate copy of this page if paying by deposit account)</small></p> |
|--|---|

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**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.*

Brad D. Rose                                           6/10/03

Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 5

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

**TRADEMARK**  
**REEL: 002755 FRAME: 0984**

**ASSIGNMENT OF TRADEMARKS**

This Agreement is made and entered into effective May 23, 2003 (hereinafter the "Effective Date") by and between LIFEGUARD LICENSING CORP., a company incorporated under the laws of the State of New York, with an office at 1385 Broadway, New York, New York 10018 (hereinafter the "ASSIGNOR") on the one hand, and LBW ENTERTAINMENT, INC., a corporation organized under the laws of the State of Georgia, addressed at c/o Doug Davis, Esq., at Davis, Shapiro & Lewitt LLP, 689 5th Avenue, New York, New York 10022 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark application set forth below (hereinafter the "Mark");

**BOW WOW**, Appl. Serial No. 78/071544 , filed, June 28, 2001.

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Marks, together with that part of the goodwill of ASSIGNOR's business connected with the use thereof and symbolized thereby and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Mark, including without

limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for each of such Marks upon registration of such Marks or other legal protections pertaining to the Transferred Rights.

**LIFEGUARD LICENSING CORP.**

By: 

Name: Ruby Azrack

Title: President

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June 10, 2003

## VIA EXPRESS MAIL

Mail Stop Assignment

Recordation Services

Director of the United States

Patent and trademark Office

P. O. Box 1450

Alexandria, Virginia 22313-1450

**RE: Assignment of Trademark Registration**

Dear Sir or Madam:

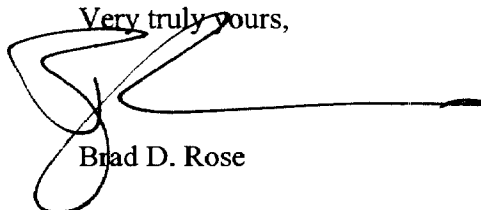
I am enclosing for filing:

1. a Recordation Form Cover Sheet for an assignment of the trademark application for BOW WOW (the "Mark") from Lifeguard Licensing Corp. to LBW Entertainment, Inc.;
2. the Trademark Assignment Agreement conveying the Mark; and
3. a return postcard.

Please note that the \$40.00 recordation fee associated therewith should be charged to our deposit account, number 500932.

If you have any questions, do not hesitate to contact me.

Very truly yours,



Brad D. Rose

Enclosures

cc: Ruby Azrack (via facsimile)  
Doug Davis, Esq. (via facsimile)

242376

RECORDED: 06/11/2003

TRADEMARK  
REEL: 002755 FRAME: 0987