



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

RI 102487334 TRADEMARKS OFFICE

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): Cereality Operators, LLC

6-2403

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Delaware limited liability company

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

3. Nature of conveyance:

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

Execution Date: effective 2/27/01

2. Name and address of receiving party(ies)

Name: Cereality Operators, Inc.

Internal

Address:

Street Address: 2525 Arapahoe Avenue, #E4-312

City: Boulder State: CO Zip: 80302

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Colorado, 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) 76/176388

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: Garrett M. Tuttle

Internal Address: Perkins Coie LLP

Street Address: 1899 Wynkoop St., #700

City: Denver State: CO Zip: 80202

6. Total number of applications and registrations involved: 1

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

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

502582

DO NOT USE THIS SPACE

9. Signature.

Garrett M. Tuttle Name of Person Signing

Signature

6/23/03

Date

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

SERVICE MARK ASSIGNMENT

**THIS ASSIGNMENT IS EXECUTED TO BE EFFECTIVE
AS OF FEBRUARY 27, 2001.**

WHEREAS, Cereality Operators, LLC, a Delaware limited liability company ("Assignor"), has adopted, owns and is using in its business the service mark "CEREALITY" (the "Mark"); and

WHEREAS, Assignor has filed a federal intent to use application to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the services identified therein, Serial No. 76/176388 filed on November 17, 2000; and

WHEREAS, Cereality Operators, Inc., a Colorado corporation with a principal place of business at 2525 Arapahoe Avenue, Suite E4-312, Boulder, Colorado 80302 ("Assignee"), desires to acquire the Mark, the goodwill appurtenant thereto, the above-referenced application and the entire business of Assignor relating to the Mark;

NOW, THEREFORE, for good and valuable consideration, including payment of \$5.00 and the assumption of \$55,000 in Assignor's outstanding indebtedness to Suzy Jurist (\$25,000) and Donald Emery (\$30,000) (collectively, the "Consideration"), the receipt and sufficiency of the Consideration being hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registration application thereof, which sale, assignment and transfer includes the entire business of Assignor relating to the Mark.

CEREALITY OPERATORS, LLC

By: David Roth
David Roth, Manager