

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wild West, Inc.		01/30/2004	CORPORATION: NEBRASKA

RECEIVING PARTY DATA	
Name:	Red Head, Inc.
Street Address:	P.O. Box 5395
City:	Novato
State/Country:	CALIFORNIA
Postal Code:	94948
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76425980	CABO-ME-CRAZY

CORRESPONDENCE DATA	
Fax Number:	(678)553-2212
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	678-553-2100
Email:	atltrademark@gtlaw.com
Correspondent Name:	Jamie Nordhaus Shipp
Address Line 1:	3290 Northside Pkwy
Address Line 2:	Suite 400
Address Line 4:	Atlanta, GEORGIA 30327

NAME OF SUBMITTER:	Loring Kemp, Trademark Paralegal
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Total Attachments: 2 source=Scan1#page1.tif source=Scan10001#page1.tif

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TRADEMARK ASSIGNMENT

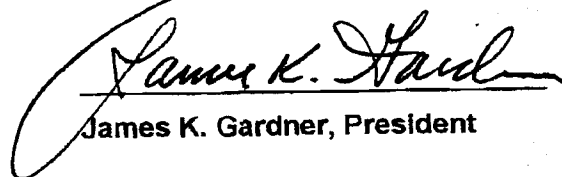
WHEREAS, Wild West, Inc., a Nebraska corporation, having a mailing address at P.O. Box 1630, Kearney, Nebraska 68848 ("Assignor") has used and applied to register the trademark, CABO-ME-CRAZY, Application No. 76/425,980, on the basis of use, with the United States Patent and Trademark Office as set forth on the attached Schedule A, which is incorporated herein by reference (hereinafter, the "Mark"); and

WHEREAS, Red Head, Inc., a California corporation, having a mailing address at P.O. Box 5395, Novato, California ("Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the application therefor, together with that part of the good will of the business connected with the use of the Mark and symbolized by the Mark, along with the right to pursue claims and recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, convey and deliver (and agrees further to assign, transfer, convey and deliver) unto Assignee all right, title and interest in and to the Mark, including the application therefor and any common law rights therein, in the United States and throughout the world, and any and all similar designations thereto, together with that part of the good will of the business connected with the use of the Mark and symbolized by the Mark, along with the right to pursue claims and recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

WILD WEST, INC.


James K. Gardner, President

Date: 1-30-04

SCHEDULE A

Applicant: Wild West, Inc.
Mark: CABO-ME-CRAZY
App. No.: 76/425,980
Class: 33
Filing Date: June 28, 2002