

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker Corporation		01/19/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Victoria Principal Productions, Inc.		
Street Address:	9255 Sunset Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76409612	EYEMAZING	
CORRESPONDENCE DATA			
Fax Number:	(858)456-4802		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-456-4801		
Email:	docketing@trademarkgroup.com		
Correspondent Name:	Marnie Wright Barnhorst		
Address Line 1:	7850 Ivanhoe Avenue		
Address Line 4:	La Jolla, CALIFORNIA 92037		
ATTORNEY DOCKET NUMBER:	513 EYEMAZING		
NAME OF SUBMITTER:	Marnie Wright Barnhorst		
Total Attachments: 1 source=reclaim executed assignment#page1.tif			

OP \$40.00 76409612

ASSIGNMENT OF FEDERAL INTENT-TO-USE APPLICATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA, 92260, intends to use the mark **RECLAIM** in commerce and has filed an application, now assigned Serial No. 75/642,940, with the United States Patent and Trademark office under Section 1(b) of the Trademark Act, indicating that intention, and for which a Statement of Use has now been filed, and

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA, 90069, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark and said application therefor, together with all common law rights and the goodwill of the business symbolized by said trademark.

Signed at Los Angeles, this 16 day of January, 2004

Guthy-Renker Corporation

B. Van de Bunt

(Signature)

(Print or type name and position - must be an officer).

BEN VAN DE BUNT
EXECUTIVE VICE PRESIDENT

STATE OF California)
COUNTY OF Los Angeles)

On January 16, 2004 before me, the undersigned Notary Public, personally appeared BEN VAN DE BUNT

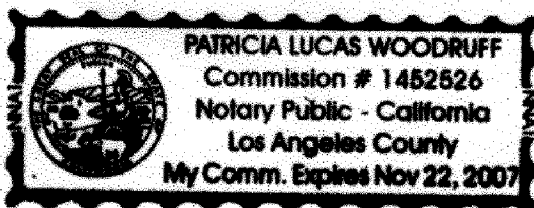
personally known to me

or _____ proved to me on the basis of satisfactory evidence to be

the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument

Patricia Lucas Woodruff

(S E A L)



TRADEMARK

RECORDED: 02/27/2004

REEL: 002801 FRAME: 0290