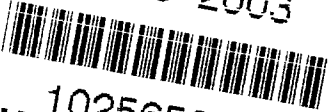


10-03-2003



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TRAD 102565888

U.S. DEPARTMENT OF COMMERCE  
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Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 10-1-03  
Claudia Obermann

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies)  
Name: Thane International, Inc.  
Internal  
Address: Suite 201  
Street Address: 78-140 Calle Tampico  
City: La Quinta State: CA Zip: 92253

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State 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

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: 9/18/2003

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) 76/473,117  
B. Trademark Registration No.(s) \_\_\_\_\_

Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Scott W. Kelley  
Internal Address: \_\_\_\_\_  
Kelly Bauersfeld Lowry & Kelley, LLP  
Suite 1650  
Street Address: 6320 Canoga Avenue  
City: Woodland Hills State: CA Zip: 91367

7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

DO NOT USE THIS SPACE

9. Signature.  
Scott W. Kelley      Scott W. Kelley      9/29/2003  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 3

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

10/02/2003 LINDLER 0000069 76473117

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TRADEMARK  
REEL: 002837 FRAME: 0511

TRADEMARK ASSIGNMENT

WHEREAS, **CLAUDIA OBERMANN**, of San Diego, California, as indicated on the records of the U.S. Patent and Trademark Office, owns the pending U.S. Trademark Application identified as follows:

1. U.S. Trademark Application Serial No. **76/473,117**, filed December 6, 2002 for **TRUE SLEEP**.

WHEREAS, **THANE INTERNATIONAL, INC.**, a corporation of the State of Delaware with its principal place of business at 78-140 Calle Tampico, Suite 201, La Quinta, California 92253, is desirous of acquiring the above-identified U.S. Trademark Application, together with all associated good will.

NOW, THEREFORE, for good and valuable consideration, **CLAUDIA OBERMANN** assigns and transfers to **THANE INTERNATIONAL, INC.**, a Delaware Corporation, all right, title and interest in and to the above-identified trademark application and all good will of the business symbolized by this mark.

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:

Scott W. Kelley  
Kelly Bauersfeld Lowry & Kelley, LLP  
6320 Canoga Avenue  
Suite 1650  
Woodland Hills, California 91367

Date: September 18, 2003

  
CLAUDIA OBERMANN

State of California )  
County of San Diego )

On Sept. 18, 2003 before me, Susan Telford, Notary

Public, personally appeared CLAUDIA OBERMANN,

- personally known to me
- 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 executed the same in his authorized capacity, and that by his signature on the instrument the person, of the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

