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November 19, 2003

11-24-03

Director - U.S. Patent and Trademark Office
Mail Stop Assignment Recordation Services
P.O. Box 1450
Alexandria, VA 2213-1450

NOV 24 11 10 AM '03
OPR/FILANCE

Re: Recordation of Trademark Assignment Document

Dear Sir:

Please record the attached true and correct copy of the original Assignment document.

1. The name of the conveying party is: Thane International, Inc.
2. The names and address of the receiving parties are: JA Fitness, Inc. and John Abdo, 4143 Via Marina, Marina Del Rey, California 90292.
3. The conveyance is an Assignment signed by Kandy Lee Allen as Corporate Secretary of Thane International, Inc. on March 21, 2003.
4. The Trademark Application against which the document is to be recorded is Serial No. 78/085,469 for I'M A DOER.
5. All correspondence concerning this document should be mailed to: Olson & Hierl, Ltd., 20 North Wacker Drive, 36th Floor, Chicago, IL 60606. Please return the original document to the attention of Deborah A. Melchi.
6. One (1) Trademark Application is involved at a recordal fee of \$40.00. [§37 C.F.R. 1.21 (h)].
7. The total fee (37 C.F.R. 3.41) of \$40.00 (Check No. 24698) is enclosed.

11/25/2003 BYYRME 00000147 78085469

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40.00 BP

TRADEMARK
REEL: 002869 FRAME: 0824

8. Please credit any overpayment or charge any underpayment to Deposit Account No. 15-0508.

9. To the best of my knowledge and belief, the foregoing information is true and correct and the attached is a true and correct copy of the original Assignment document.

Respectfully submitted,

OLSON & HIERL, LTD.

By Deborah A. Melchi
Deborah A. Melchi
Paralegal

Enclosures

CERTIFICATE OF MAILING

I hereby certify that this paper, fee and the attachments are being deposited with the United States Postal Service with sufficient postage prepaid as First Class Mail in an envelope addressed to: Director - U.S. Patent and Trademark Office, Mail Stop, Assignment Recordation Services, P.O. Box 1450, Alexandria, VA 2213-1450 on this 19th day of November, 2003.

Deborah A. Melchi
Deborah A. Melchi

ASSIGNMENT OF TRADEMARKS

Thane International, Inc., a Delaware corporation with its principal place of business at 78-140 Calle Tampico, La Quinta, CA 92253, USA ("Assignor") is the owner of the trademark applications specified on Exhibit A hereto (the "Marks").

Pursuant to, and subject to the terms and conditions of, that certain Agreement dated January 14, 2003, by and among Assignor, JA Fitness, Inc., and John Abdo, in his capacity as an individual, who resides at 4143 Via Marina, Suite 1211, Marina Del Rey, CA 90292 ("Assignee") and in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title, and interest in and to the Marks, and the registration(s) and application(s) for registration of the Marks worldwide, together with the goodwill of the business symbolized by and associated with the Marks and consents to register the Marks that are the subject of pending applications.

Assignor consents to and requests recordation of this assignment and further requests that all official documents and communications relating to the Marks or registrations therefor issue and deliver to Assignee. Assignor shall execute any other documents which Assignee deems necessary to effectuate the terms of this assignment or to fully exploit and/or enforce the rights hereby assigned.

This instrument shall inure to the benefit of Assignee and its successors, assigns and legal representatives, and shall be binding upon Assignor and its successors, assigns, and legal representatives.

Assignor has hereto caused its name to be signed this 20th day of March, 2003.

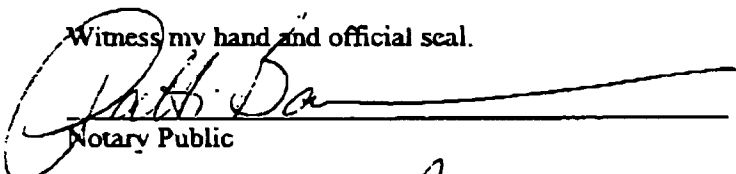
ASSIGNOR:
THANE INTERNATIONAL, INC.

By: 
Name: Kandy Lee Allen
Title: Corporate Secretary

STATE OF CALIFORNIA
COUNTY OF RIVERSIDE

On this 21 day of March, 2003, before me personally appeared Kandy Lee Allen, the person who signed this instrument, and acknowledged to me that she signed it as a free act on the date set forth above and for the purposes hereof, and has the capacity claimed by signer to be an authorized representative of Thane International, Inc., the Assignor named above, on behalf of Assignor and pursuant to authority duly received.

Witness my hand and official seal.


Notary Public

My Commission Expires: Aug 29, 2003

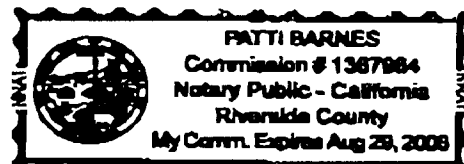


EXHIBIT A
ASSIGNED APPLICATIONS

<u>MARK</u>	<u>CLASS(ES)</u>	<u>COUNTRY</u>	<u>FILING DATE</u>	<u>SERIAL NUMBER</u>
I'M A DO`ER (stylized)	IC41	U.S.A.	August 17, 1998	75/537351
I'M A DOER	IC25	U.S.A.	September 25, 2001	78/085469
I'M A DOER	IC7	U.S.A.	June 22, 2001	78/070631
DOER	IC3, 5, 7, 28, 41	U.S.A.	June 22, 2001	78/070636

Assignment of Trademarks, Doer.03/18/03