

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Bendon Limited		06/15/2004	CORPORATION: NEW ZEALAND

RECEIVING PARTY DATA	
Name:	Global Challenger Pty Limited
Street Address:	7th Street
Internal Address:	Building 111, Sydney Domestic Airport
City:	Mascot
State/Country:	AUSTRALIA
Postal Code:	2020
Entity Type:	CORPORATION: AUSTRALIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1334384	EXPOZAY

CORRESPONDENCE DATA	
Fax Number:	(216)696-0740
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(216) 861-7659
Email:	MCORCORAN@BAKERLAW.COM
Correspondent Name:	Melanie S. Corcoran, Esq.
Address Line 1:	1900 E. 9th Street
Address Line 2:	Baker & Hostetler LLP, Suite 3200
Address Line 4:	Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	RUSSELL MCV - BENDON
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DOMESTIC REPRESENTATIVE	
Name:	Melanie S. Corcoran, Esq.
Address Line 1:	1900 E, 9th Street

CH \$40.00 1334384

Address Line 2: Baker & Hostetler, LLP, Suite 3200
Address Line 4: Cleveland, OHIO 44114

NAME OF SUBMITTER:

Melanie S. Corcoran

Total Attachments: 4

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USA

BENDON LIMITED

Assignor

GLOBAL CHALLENGER PTY LIMITED

Assignee

DEED OF ASSIGNMENT OF TRADE MARK

RUSSELL McVEAGH

TRADEMARK

REEL: 002878 FRAME: 0699

DEED dated 15 June 2004.

PARTIES

BENDON LIMITED of 33 Birmingham Road, East Tamaki, Auckland, New Zealand ("**Assignor**")

GLOBAL CHALLENGER PTY LIMITED Building 111, 7th Street, Sydney Domestic Airport, Mascot 2020, NSW, Australia ("**Assignee**")

INTRODUCTION

- A. The Assignor is the registered proprietor for registration of the trade mark, details of which are contained in the schedule ("**Trade Mark**").
- B. The Assignor has agreed to assign to the Assignee the Trade Mark and all rights in and to the Trade Mark on the terms and conditions set out in this deed.

COVENANTS

Assignment

- 1. Therefore, for good and valuable consideration, receipt of which is acknowledged, the Assignor assigns, transfers and sets over to the Assignee, effective 9 August 2004, its entire right, title, interest and benefit in and to the Trade Mark and all its rights, remedies, and powers, together with the goodwill of the business connected in the goods for which the trade mark is registered in relation to the Trade Mark, to hold, use, exercise and enjoy to and for the Assignee absolutely.

Assignor to cease use


- 2. The Assignor shall cease use of the Trade Mark as from the final payment date being 9 August 2004.

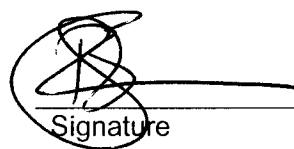
Costs

- 3. All costs associated with the assignment of the Trade Mark as set out in the deed, other than the preparation and negotiation of this deed, shall be met by the Assignor.

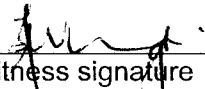
SIGNED for and on behalf of
BENDON LIMITED

By

) 
) _____
) Signature

) 
) _____
) Signature

In the presence of:



Witness signature

Lisa Wright

Full Name

Muckland, New Zealand

Address

Executive Assistant

Occupation

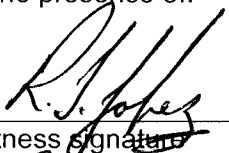
SIGNED for and on behalf of)
GLOBAL CHALLENGER PTY)
LIMITED)

By John Brooks

) 
) _____
) Signature

Signature

In the presence of:



Witness signature

Robin Lopez

Full Name

111 Seventh st Mascot NSW 2020 Australia

Address

COO

Occupation

SCHEDULE**United States of America
Trade Mark**

Trade Mark No.	Mark	Class	Status
1334384	EXPOZAY	25	Registered to 7 May 2005