

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
Loveland Industries, Inc.		07/08/2004	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Loveland Products, Inc.		
Street Address:	7251 W. 4th Street		
City:	Greeley		
State/Country:	COLORADO		
Postal Code:	80634		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1650453	TAKE-DOWN	
CORRESPONDENCE DATA			
Fax Number:	(303)447-7800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarkbldr@faegre.com		
Correspondent Name:	Faegre & Benson LLP		
Address Line 1:	1900 Fifteenth Street		
Address Line 4:	Boulder, COLORADO 80302		
ATTORNEY DOCKET NUMBER:	19661.305872		
NAME OF SUBMITTER:	Kathleen S. Herbert		
Total Attachments: 1 source=305872#page1.tif			

OP \$40.00 1650453

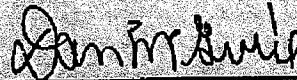
ASSIGNMENT OF TRADEMARK

WHEREAS, Loveland Industries, Inc., a Colorado corporation, having a business address of 7251 West 4th Street, Greeley, Colorado 80634 is the current owner of the trademark registration listed in the attached Exhibit A, attached hereto and made a part hereof (the "Mark"), together with that portion of the business with which the Mark is associated together with any goodwill associated therewith (the "Goodwill") and

WHEREAS, Loveland Products, Inc., a Colorado corporation, with its principal place of business located at 7251 West 4th Street, Greeley, Colorado 80634 is desirous of acquiring the aforesaid Mark and the Goodwill associated therewith;

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Loveland Industries, Inc. hereby grants, assigns, transfers, and conveys unto Loveland Products, Inc. all its right, title, and interest in and to the Mark together with the Goodwill.

EXECUTED this 8th day of JULY, 2004.



Name: DANIEL S. M'GUIRE

Title: DIRECTOR OF MARKETING

EXHIBIT A

MARK

TAKE-DOWN

REGISTRATION NO.

1,650,453