

02-09-2004



Form PTO-154  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)

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**TRADEMARKS ONLY**

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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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):

Howard Rubin 2.S-04

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

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

3. Nature of conveyance:

- Assignment                               Merger
- Security Agreement                   Change of Name
- Other \_\_\_\_\_

Execution Date: 01/06/2004

2. Name and address of receiving party(ies)

Name: Jerry Fleenor

Internal

Address: \_\_\_\_\_

Street Address: 7500 W. Lake Mead Blvd. #9-190

City: Las Vegas State: NV Zip: 89128

Individual(s) citizenship United States

Association \_\_\_\_\_

General Partnership \_\_\_\_\_

Limited Partnership \_\_\_\_\_

Corporation-State \_\_\_\_\_

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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 2,937,941

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Weiss, Moy & Harris, P.C.

Internal Address: \_\_\_\_\_

Street Address: 4204 N. Brown Ave.

City: Scottsdale State: AZ Zip: 85251

6. Total number of applications and registrations involved: \_\_\_\_\_

1

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.

Farley I. Weiss

Name of Person Signing

Farley I. Weiss  
Signature

1/27/04  
Date

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

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

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**TRADEMARK**  
**REEL: 002909 FRAME: 0988**

## ASSIGNMENT



Whereas, Howard Rubin dba The Howard Rubin Organization is the owner of the following Trademarks:

Trademark	REGISTRATION NO.	REGISTRATION DATE
ROCK HARD	2,537,541	FEBRUARY 12, 2002
ROCK HARD (List State)	WA. 029023	June 12, 2000

Whereas, Jerry Fleenor, , who is a United States Citizen and is located at 7500 West Lake Mead Boulevard, No. 9-190, Las Vegas, Nevada 89128, is desirous of acquiring an undivided One hundred percent (100%) ownership interest in the above identified Trademarks and all worldwide rights thereto. From the date of Jerry Fleenor receiving a signed copy of this Assignment Howard Rubin is authorized to receive the \$4,000 from Howard Rubin's Attorney Jeffrey Jacobson's Escrow Account at the J.P. Morgan Chase Bank and such money will be sent to Mr. Jacobson's Escrow Account following agreement on the terms of this Assignment and this Assignment being signed by Jerry Fleenor.

Howard Rubin will have one year from the date that he signs this Assignment to sell off all remaining clothing items he or anyone he works with has using the mark ROCK HARD. Howard Rubin agrees that neither he nor any of his associates will not make any new clothing using the mark ROCK HARD and that he will not sell any clothing using the mark ROCK HARD after one year from the date that Howard Rubin signs this Assignment.

NOW, THEREFORE, in consideration of the sum of \$4,000 (Four Thousand dollars) and other good and valuable consideration the receipt of which is hereby acknowledged, Howard Rubin, dba The Howard Rubin Organization hereby assigns to Jerry Fleenor, one hundred percent (100%) ownership of all right, title, and interest in the United States in and to the above identified Trademarks, including all worldwide rights thereto, together with the goodwill of the business symbolized by the Trademarks.

  
Howard Rubin  
  
Jerry Fleenor

12/16/03  
Dated  
1/6/04  
Dated