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02-26-2004



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



To the Honorable Commissi

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Attached original documents or copy thereof.

1. Name of conveying party(ies):

C-Squared TV, LLC 14925 Ventura Boulevard, Suite 300 Sherman Oaks, CA 91403

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 01/29/04

2. Name and address of receiving party(ies)

Name: Homeland Housewares, LLC Internal Address:

Street Address: 11755 Wilshire Boulevard, 1150

City: Los Angeles State: CA Zip: 90025

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Limited Liability Company

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) 76/506,130

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Daniel M. Cislo, Esq.

Internal Address: Cislo & Thomas LLP

Street Address: 233 Wilshire Boulevard, Suite 900

City: Santa Monica State: CA Zip: 90401-1211

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:

03-2030

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9. Signature.

Daniel M. Cislo, Esq.

Name of Person Signing

Handwritten signature

Signature

2/4/04

Date

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

2

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

02/25/2004 LMUELLER 00000107 76506130

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TRADEMARK REEL: 002918 FRAME: 0851

# TRADEMARK ASSIGNMENT

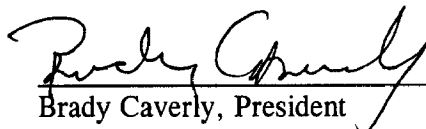
WHEREAS, the undersigned C-Squared TV, LLC, a California limited liability company having its principal place of business located at 14925 Ventura Boulevard, Suite 300, Sherman Oaks, California 91403 (hereinafter ASSIGNOR), has filed a United States trademark application for the mark THE MAGIC BULLET, which application has been designated Serial No. 76/506,130;

WHEREAS, Homeland Housewares, LLC, a California limited liability company having its principal place of business located at 11755 Wilshire Boulevard, Suite 1150, Los Angeles, California 90025, (hereinafter ASSIGNEE), is desirous of acquiring the MARK and the aforementioned trademark application therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in the MARK along with the goodwill, and the aforementioned trademark applications therefor.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 29 day of January, 2004.

ASSIGNOR

  
\_\_\_\_\_  
Brady Caverly, President  
C-Squared TV, LLC

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