

03-10-2004

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TRADEMARKS RECORDATION COVER SHEET

To the Director of the U.S. Patent and Trademark Office: Please record the attached original document or copy thereof.

<p>1. Name of conveying party(ies): Johnson Publishing Company, Inc.</p> <p>Type of Entity: Corporation</p> <p>Additional names(s) of conveying party(ies) attached? No</p>	<p>2. Name and Address of receiving party(ies): Spartan Brands, Inc. 220 East 23<sup>rd</sup> Street New York, New York 10010</p> <p>Type of Entity: Corporation</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached:    </p> <p>Additional name(s) &amp; address(es) attached? No</p>
<p>3. Nature of Conveyance: Assignment</p> <p>Execution Date: February 26, 2004</p> <p>4.A. Trademark Application No(s):</p>	<p>B. Trademark Registration No.(s) 720,758 722,085 864,336 868,244 2,091,535</p> <p>Additional numbers attached? No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p>	<p>6. Total number of documents involved: 1</p>
<p>OSTROLENK, FABER, GERB &amp; SOFFEN, LLP 1180 Avenue of the Americas New York, New York 10036-8403</p>	<p>7. Total fee (37 CFR 3.41): \$ 200.00</p> <p>Enclosed as part of Check No. 16080</p> <p>In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee due is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.</p>
<p>DO NOT USE THIS SPACE</p>	
<p>8. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</p> <p>Robert C. Faber _____ March 4, 2004</p> <p>Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments, and document: 3</p>	

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OPR/FINANCE

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01 FC:8521 40.00 OP

02 FC:8522 100.00 OP

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Refund Ref: 03/09/2004 MBETACHE 0000134591  
 CHECK Refund Total: \$60.00

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****A S S I G N M E N T**

**WHEREAS**, JOHNSON PUBLISHING COMPANY, INC., a Corporation, organized and existing under the laws of Illinois, whose principal office and place of business is: 820 S. Michigan Avenue, Chicago, Illinois 60605 (hereinafter called the Assignor), has adopted and is using marks which are the subject of registrations in the U.S. Patent and Trademark Office, see attached Schedule A;

**AND, WHEREAS**, SPARTAN BRANDS, INC., a Corporation, organized and existing under the laws of New York, and doing business at 220 East 23<sup>rd</sup> Street, New York, New York 10010 (hereinafter called the Assignee), is desirous of acquiring said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof;

**NOW, THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the mark(s), and the registrations thereof.

JOHNSON PUBLISHING COMPANY, INC.

2-26-04

[Date]

By:

  
Name : Linda Johnson Rice

Title: President and Chief Executive Officer

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# Supreme Beauty Products Trademarks

<i>Client</i>	<i>Country</i>	<i>Trademark</i>	<i>Application No</i>	<i>Application Date</i>	<i>Registration No</i>	<i>Registration Date</i>	<i>Trademark Status</i>	<i>Int. Classes</i>
JOHNSON PUBLISHING COMPANY,INC	United States of America	DUKE	288525	10 Jan 1968	868244	15 Apr 1969	Registered	3
JOHNSON PUBLISHING COMPANY,INC	United States of America	DUKE	106606	18 Oct 1960	720758	29 Aug 1961	Registered	16
JOHNSON PUBLISHING COMPANY,INC	United States of America	DUKE	74/383002	22 Apr 1993	2091535	26 Aug 1997	Registered	3
JOHNSON PUBLISHING COMPANY,INC	United States of America	LUXURY CREME PRESS	288520	10 Jan 1968	864336	28 Jan 1969	Registered	3
JOHNSON PUBLISHING COMPANY,INC	United States of America	RAVEEN	100609	11 Jul 1960	722085	26 Sep 1961	Registered	3