

RECORDATION  
03-25-2004

Docket No.:

15989.0



102703818

Tab settings

To the Director of the United States Patent and

red original documents or copy thereof.

1. Name of conveying party(ies):

**Unicity International, Inc.**

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Association
- Limited Partnership
- Merger
- Change of Name

Execution Date: **March 15, 2004**

2. Name and address of receiving party(ies):

Name: **Unicity Properties, Inc.**

MAR 15 2004

Internal Address:

Street Address: **748 North 1340 West**

City: **Orem** State: **UT** ZIP: **84057**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Utah**
- Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

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

A. Trademark Application No.(s)

**78/322,270**

**78/331,481**

B. Trademark Registration No.(s)

Additional numbers  Yes  No

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

Name: **John C. Stringham**

Internal Address: **WORKMAN NYDEGGER**

**03/24/2004 6TON11 00000179 78322270**

**01 FC:8521 40.00 OP**  
**02 FC:8522 25.00 OP**

Street Address: **1000 Eagle Gate Tower**

**60 East South Temple**

City: **Salt Lake City** State: **UT** ZIP: **84111**

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

2

7. Total fee (37 CFR 3.41):.....\$ **80.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

**23-3178**

DO NOT USE THIS SPACE

9. Statement and signature.

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.

**John C. Stringham**

Name of Person Signing

Signature

**March 16, 2004**

Date

Total number of pages including cover sheet, attachments, and

3

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 002935 FRAME: 0203

ASSIGNMENT OF TRADEMARKS


WHEREAS, Unicity International, Inc., a Delaware corporation with its principal place of business located at 748 North 1340 West, Orem, Utah 84057 ("Assignor"), is the owner of record, as reflected by the records of the U.S. Patent and Trademark Office, of the pending U.S. trademark applications listed in Schedule A hereto (the "U.S. Trademark Applications"); and

WHEREAS, Unicity Properties, Inc., a Utah corporation with its principal place of business located at 748 North 1340 West, Orem, Utah 84057 ("Assignee"), a wholly owned subsidiary of Unicity International, Inc., desires to acquire all right, title and interest in and to the U.S. Trademark Applications, the goodwill of the business symbolized thereby, the registrations thereof, and the right to sue for past infringement thereof.

NOW, THEREFORE, for and in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee all right, title and interest in and to the U.S. Trademark Applications, the goodwill of the business symbolized thereby, the registrations thereof, the pending applications directed thereto, and the right to sue for past infringement thereof.

SIGNED on this the 15<sup>th</sup> day of March, 2004.

UNICITY INTERNATIONAL, INC.

By:   
Name: DOUGLAS M. WHITEHEAD  
Position: SECRETARY & GENERAL COUNSEL

STATE OF UTAH §  
  §  
COUNTY OF UTAH §

BEFORE ME, the undersigned authority, a Notary Public, on this day personally appeared DOUGLAS M. WHITEHEAD, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of said Unicity International, Inc., a Delaware corporation, and that he/she executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this the 15<sup>th</sup> day of March, 2004.



  
NOTARY PUBLIC, STATE OF UTAH

**Schedule A**

**PENDING U.S. TRADEMARK APPLICATIONS**

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
UNICITY MAKE LIFE BETTER	78/322,270	November 3, 2003
MAKE LIFE BETTER	78.331,481	November 21, 2003