

04-14-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

RE



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

Tab settings

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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):

Straight Line Enterprises, Inc.

4-12-04

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State of Nevada, Other

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

2. Name and address of receiving party(ies)

Name: Jeff McCoy

Internal

Address: 33752 Robles Drive

Street Address:

City: Dana Point State: California Zip: 92629

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

OFFICE OF PUBLIC RECORDS APR 12 AM 10:10 FINANCE SECTION

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: April 2, 2004

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

A. Trademark Application No.(s)

78/272,799

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: Kit M. Stetina, Esq.

Internal Address: STETINA BRUNDA ET AL.

75 Enterprise, Suite 250

Aliso Viejo CA 92656

Street Address: same as above

City: State: Zip:

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:

19-4330

(Attach duplicate copy of this page if paying by deposit account)

40.00 DP

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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.

Kit M. Stetina

Name of Person Signing

Signature

April 7, 2004

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: 002947 FRAME: 0410

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 2ND day of APRIL, 2004.

WHEREAS, Straight Line Enterprises, Inc., a Nevada Corporation, having a principal place of business at 27772 Camino Santo Domingo, San Juan Capistrano, California, 92675, has intended to use the mark ADRENALAND (PLUS DESIGN) in interstate commerce and has filed an application with the United States Patent and Trademark Office on July 10, 2003 based on its bona fide intent to use such mark in commerce, which application has been given serial no. 78/272,799, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS, Jeff McCoy, an Individual, having a mailing address at 33752 Robles Drive, Dana Point, California, 92629, is acquiring the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Straight Line Enterprises, Inc. does hereby assign to Jeff McCoy the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertain as required by 15 U.S.C. § 1060.

Straight Line Enterprises, Inc.

By:
Name:
Title:

Michael Spencer Taylor
Michael Spencer Taylor
Secretary