

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hot Rod Hardware, Inc.		10/05/2004	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	GHRH, Inc.
Street Address:	29313 Clemens Road, Suite 2G
City:	Westlake
State/Country:	OHIO
Postal Code:	44145
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	78260872	CAL CUSTOM
Serial Number:	78239195	GENUINE HOTROD HARDWARE, INC.

CORRESPONDENCE DATA	
Fax Number:	(330)252-5312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(330)643-0212
Email:	DHrina@bdblawn.com
Correspondent Name:	David J. Hrina
Address Line 1:	50 S. Main Street
Address Line 4:	Akron, OHIO 44308

ATTORNEY DOCKET NUMBER:	59404-0001
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NAME OF SUBMITTER:	David J. Hrina
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Total Attachments: 1 source=HotRodHardwareGHRHINC#page1.tif

OP \$65.00 78260872

ASSIGNMENT OF TRADEMARKS/TRADE NAME

WHEREAS, Hot Rod Hardware, Inc., an Ohio corporation ("Assignor"), has adopted and is using the marks CAL CUSTOM and GENUINE HOTROD HARDWARE INC. (& Design) which are currently pending before the United States Patent and Trademark Office: Application Serial No. 78/260,872 filed June 11, 2003 and Application Serial No. 78/239,195 filed April 17, 2003, respectively (collectively, the "MARKS"),

WHEREAS, Assignor is the owner of the trade name "Hot Rod Hardware, Inc." (the "NAME"); and

WHEREAS, GHRH, Inc., an Ohio corporation ("Assignee"), is desirous of acquiring the NAME and the MARKS, as well as any and all foreign applications and/or registrations equivalent thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the NAME and the MARKS, together with the entire goodwill of the business symbolized by the NAME, the MARKS, and the above-identified applications and/or registration thereof.

HOT ROD HARDWARE, INC.

By: *[Signature]*
Title: *PRES.*
"Assignor"

State of Ohio)
)SS
Cuyahoga County)

Before me, a Notary Public in and for said county personally appeared *Gary S. Clark*, known to me to be the person who, as *President* of HOT ROD HARDWARE, INC., the corporation which executed the foregoing instrument, signed the same, and acknowledged to me that he did so sign said instrument in the name and upon behalf of said corporations as such officer, that the same is his free act and deed as such officer, and the free and corporate act and deed of said corporations; and that he was duly authorized thereunto by their board of directors.

In testimony whereof, I have hereunto subscribed my name, and affixed my official seal, at *Wesley*, Ohio, this *5th* day of *October*, 2004.

[Signature]
Notary Public

My commission expires on:

AKS 72748-1
PATRICK RAWLEY
Notary Public, State of Ohio
My Commission Expires April 22, 2009