TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: **NEW ASSIGNMENT**

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GHRH, Inc.		10/05/2004	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Genuine Hotrod Hardware, Inc.	
Street Address:	29313 Clemens Road, Suite 2G	
City:	Westlake	
State/Country:	ОНЮ	
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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 330-643-0212

Email: DHrina@bdblaw.com

David J. Hrina Correspondent Name: Address Line 1: 50 S. Main Street Address Line 4: Akron, OHIO 44308

NAME OF SUBMITTER: David J. Hrina

Total Attachments: 1 source=GHRH#page1.tif

> TRADEMARK **REEL: 002956 FRAME: 0607**

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ASSIGNMENT OF TRADEMARKS/TRADE NAME

WHEREAS, GHRH, 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, Genuine Hotrod Hardware, 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.

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	GHRH, INC. By: Title: "Assignor"
State of Ohio)
Cuyahoga County)SS)
instrument, signed the same, name and upon behalf of said	otary Public in and for said county, personally appeared how
	F, I have hereunto subscribed my name, and affixed my official seal, at itio, this 5 ^{re} day of
	Notary Public
My commission expires on:	
AK3:727489_1» PATRICK RAW Notary Public, State My Commission Expires /	LEY of Ohio April 22, 2009

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RECORDED: 10/11/2004 REEL: 002956 FRAME: 0608