

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
RADIAL INDUSTRIES, INC.		10/07/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	DIAL INDUSTRIES, INC.
Street Address:	3616 Noakes Street
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90023
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Registration Number:	2286873	EXPAND-A-SHELF
Registration Number:	2204463	EASY REACH
Serial Number:	75747389	ULTIMATE ORGANIZER
Serial Number:	75448569	SEE IT, FIND IT, GET IT
Registration Number:	2456598	EXPAND-A-DRAWER
Registration Number:	2727825	CLIP-N-CARRY
Registration Number:	2618636	CUBE
Serial Number:	75772155	NEAT THINGS!

CORRESPONDENCE DATA	
Fax Number:	(626)577-8800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(626) 795-9900
Email:	pto@cph.com
Correspondent Name:	Christie, Parker & Hale, LLP
Address Line 1:	350 West Colorado Blvd.
Address Line 2:	Suite 500

CH \$215.00 2286873

Address Line 4: Pasadena, CALIFORNIA 91105

ATTORNEY DOCKET NUMBER:

D463:40.6*1

NAME OF SUBMITTER:

Daniel R. Kimbell

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, RADIAL INDUSTRIES, INC., a California corporation, having a place of business at 3616 Noakes Street, Los Angeles, California 90023 ("ASSIGNOR" herein), is the owner of the following marks as evidenced by their serial numbers and registrations in the United States Trademark Office.

<u>Mark</u>	<u>Reg No/Serial Number.</u>	<u>Reg. Date</u>
EXPAND A SHELF and design	2,286,873	10/19/1999
EASY REACH	2,204,463	11/17/1998
ULTIMATE ORGANIZER	75/747389	06/22/1999
SEE IT, FIND IT, GET IT	75/448,569	03/11/1998
EXPAND-A-DRAWER and design	2,456,598	06-05-2001
Clip-N-Carry	2,727,825	06-17-2003
Cube	2,618,636	09-10-2002
Neat Things!	75/772155	08-09-1999

WHEREAS, DIAL INDUSTRIES, INC., a California Corporation, having a place of business at 3616 Noakes Street, Los Angeles, California 90023 ("ASSIGNEE" herein), desires to acquire said marks and the above-identified serial number and registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said marks and said registrations, and all rights and privileges pertaining to said marks, together with that part of the goodwill of the business connected with the use of and symbolized by the marks.

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Docket No. 40.6*1/DRK/D463

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said marks and said registrations, and to perfect the record title of ASSIGNEE in and to said marks and said registrations.

RADIAL INDUSTRIES, INC.

Date 10-7-04 By *John Macho*
John Macho
President

STATE OF)
COUNTY OF)

On _____, before me _____,
Notary Public, personally appeared **John Macho** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature of Notary

DRK/eaj

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