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
Straight Pride, Inc.		06/10/2004	California:

RECEIVING PARTY DATA

Name:	Shell Trademark Management B.V.
Street Address:	Carel van Bylandtlaan 30, 2596 HR
City:	The Hague
State/Country:	NETHERLANDS
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2469977	

CORRESPONDENCE DATA

Fax Number: (713)241-6617
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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ATTORNEY DOCKET NUMBER:	TM 1644

DOMESTIC REPRESENTATIVE

Name: Kimbley L. Muller
Address Line 1: 910 Louisiana OSP 4794
Address Line 4: Houston, TEXAS 77002

NAME OF SUBMITTER:	Nancye Gorman

CH $40.00 2469977

Total Attachments: 1
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November 3, 2004

I write to you on behalf of Infineum USA LP, the owner of the following mark:

A recent audit by our company of the United States Patent and Trademark Office's records shows an assignment of this mark, Registration No. 2469977, from you to the Straight Pride corporation. As this mark is not registered to you, nor do you have any rights to the mark, we demand an immediate explanation of your action. We will also be contacting the USPTO Assignment Division to correct this misdeed immediately.

This letter also serves as notice to Straight Pride, Inc. that your company holds an invalid, and therefore null and void, claim to this mark.

Sincerely,

Kimbley L. Muller
Senior Counsel

ENCLOSURES

Trademarks/USPTOfilings/Shell marks/INFINEUM MIS DESIGN