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

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

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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):

JM Family Enterprises, Inc.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: May 14, 2004

2. Name and address of receiving party(ies)

Name: Jim Moran Foundation, Inc.

Internal Address:

Street Address: 100 Jim Moran Boulevard

City: Deerfield Beach State: FL Zip: 33442

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Florida
- 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

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

A. Trademark Application No.(s): .....

B. Trademark Registration No.(s): .....

2777802 2805270

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David C. Gryce, Esq.

Internal Address:

Arent Fox PLLC

Street Address:

1050 Connecticut Avenue

City: Washington State: DC Zip: 20036

6. Total number of applications and registrations involved ..... 2

7. Total fee (37 CFR 3.41.....)\$65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

01-2300

DO NOT USE THIS SPACE

9. Signature

James R. Davis, II

Name of Person Signing

Signature

May 28, 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. 20031

06/02/2004 ECOOPER 00000248 2777802

01 FC:8521  
02 FC:8522

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TRADEMARK REEL: 002981 FRAME: 0667

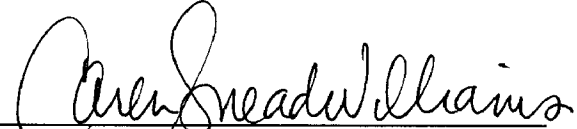
**ASSIGNMENT**

WHEREAS, JM Family Enterprises, Inc., a Delaware corporation, having its principal place of business at 100 Jim Moran Boulevard, Deerfield Beach, FL 33442 (hereinafter "ASSIGNOR"), has adopted and used the mark GALLANT LADY (hereinafter "Mark") and is the owner of Application No. 76/975,502 and Registration No. 2,777,802 and is the owner of Application No. 76/151,252 and Registration No. 2,805,270, as shown by the records in the United States Patent and Trademark Office (hereinafter "Registration"); and

WHEREAS, the Jim Moran Foundation, Inc., a Florida corporation, having its principal place of business at 100 Jim Moran Boulevard, Deerfield Beach, FL 33442, (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title and interest of ASSIGNOR in and to, and to the use of, said Mark and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey to ASSIGNEE all rights, title and interest in and to the use of said Mark, together with the goodwill of the business symbolized thereby, said Application and resulting Certificate of Registration, and the right to recover damages for any past infringement of said Mark.

Date: 5/14/04

BY:   
Name: Caren Snead Williams  
Title: Asst. VP & Chief Division Counsel