



07-13-2004

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)



**RECORDATION FORM COVER S
TRADEMARKS ONLY**

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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Consumers Choice Systems, Inc.

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

Citizenship (see guidelines) Delaware

Execution Date(s) July 7, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other Nunc Pro Tunc Assignment
- Merger
- Change of Name

2. Name and address of receiving party(ies)

- Yes
- No

Additional names, addresses, or citizenship attached?

Name: Jason Enterprises, Inc.

Internal

Address:

Street Address: 11445 Cronhill Drive

City: Owings Mills

State: Maryland

Country: USA Zip: 21117

- Association
- General Partnership
- Limited Partnership
- Corporation
- 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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

75/982,652

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Woman's Wellbeing

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

Name: Karen C. Hermann

Internal Address: Crowell + Moring, LLP

Street Address: 1001 Pennsylvania Avenue

City: Washington

State: DC Zip: 20004

Phone Number: 202-624-2722

Fax Number: 202-628-5116

Email Address: khermann@crowell.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: Ka C H

Signature

7/8/04

Date

Karen C. Hermann

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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**TRADEMARK
REEL: 003005 FRAME: 0752**

ASSIGNMENT

This Assignment ("Agreement") is effective as of June 16, 2003, between Consumers Choice Systems, Inc., having an office at 2891 152nd Avenue NE, Redmond, Washington 98052 ("CCS") and Jason Enterprises, Inc., having an office at 11445 Cronhill Drive, Owings Mills, Maryland ("Jason Enterprises").

The Parties agree as follows:

Article I - Definitions

- 1.1 "Mark" shall mean the mark identified on Attachment A hereto.
- 1.2 "Parties" shall mean the entities that, through their duly authorized representatives, having executed this Agreement.

Article II - Transfers and Assignments

2.1 **Trademarks.** For good and valuable consideration, pursuant to Section 5.2 of the Asset Purchase Agreement between the Parties dated June 16, 2003, CCS assigned and transferred to Jason Enterprises the entire right, title, and interest in and to the Mark, together with that portion of the good will of the business of CCS associated with the use of and symbolized by the Mark, all common law rights in the Mark, and all causes of action, past, present, and future for infringement of the Mark.

IN WITNESS WHEREOF, the undersigned as of the effective date first above written, duly executed this Agreement by their respective duly authorized representatives.

JASON ENTERPRISES, INC.

By: 

Name: Robert J. Hallock

Title: General Counsel

Date: 7/7/04

Attachment A

Trademark

U.S. Application Serial Number

Woman's Wellbeing

75/982,652