

07-21-2004



Form PTO-1094 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>PA Distribution, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-State</p> <p><input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>JPIV Acquisition Corp.</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>22619 Pacific Coast Highway</u></p> <p>City: <u>Malibu</u> State: <u>CA</u> Zip: <u>90265</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____</p> <p><input type="checkbox"/> Association _____</p> <p><input type="checkbox"/> General Partnership _____</p> <p><input type="checkbox"/> Limited Partnership _____</p> <p><input checked="" type="checkbox"/> Corporation-State <u>Delaware</u></p> <p><input type="checkbox"/> Other _____</p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from this assignment.)</small></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>6/10/2004</u></p>		<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) <u>78122325</u></p> <p>B. Trademark Registration No.(s) _____</p> <p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Larry Miller</u></p> <p>Internal Address: <u>23rd Floor</u></p> <p><u>c/o Feder, Kaszovitz, Isaacson, Weber, Skala,</u></p> <p><u>Bass & Rhine LLP</u></p> <p>Street Address: <u>750 Lexington Avenue</u></p> <p>City: <u>New York</u> State: <u>NY</u> Zip: <u>10022</u></p>		<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40</u></p> <p><input type="checkbox"/> Enclosed</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number:</p> <p><u>501738</u></p>	
DO NOT USE THIS SPACE			
<p>9. Signature:</p> <p><u>Larry Miller</u></p> <p>Name of Person Signing</p>		<p></p> <p>Signature</p> <p><u>6/15/2004</u></p> <p>Date</p>	
<p>Total number of pages including cover sheet, attachments, and document <u>2</u></p> <p>Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231</p>			

ASSIGNMENT OF TRADEMARK

WHEREAS, PA Distribution, Inc., a Delaware corporation (hereinafter "Assignor"), has used the trademark in Schedule 1 hereto (hereinafter referred to as the "Mark"), registered or applied for in the United States Patent and Trademark Office as set forth below; and

WHEREAS, JPI/V ACQUISITION CORP., a Delaware corporation with its principal place of business at 22619 Pacific Coast Highway, Malibu, California 90265 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof. Assignor agrees to execute and deliver at the request of the assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the parties intending to be legally bound, have cause this Agreement to be duly executed.

PA Distribution, Inc.

By [Signature]

Title S.V.P.

Date: June 10, 2004

JPI/V ACQUISITION CORP.

By [Signature]

Title C.F.O.

Date: June 10, 2004

TOTAL P.05

SCHEDULE 1

CURLY Q

Country Status	Registration/Application No.	Registrant/Applicant	Filing Date
US Pending*	76122325	PA Distribution, Inc.	04/17/2002

***Petition to revive and Allegation of Use filed.**

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