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
Loveland Industries, Inc.		02/21/2005	CORPORATION: COLORADO

RECEIVING PARTY DATA

Name:	Loveland Products, Inc.
Street Address:	7251 W. 4th Street
City:	Greeley
State/Country:	COLORADO
Postal Code:	80634
Entity Type:	CORPORATION: COLORADO

PROPERTY NUMBERS Total: 65

Property Type	Number	Word Mark
Registration Number:	1706108	357
Registration Number:	937372	AGICIDE
Registration Number:	1933551	AGRA ZONE
Registration Number:	1491911	BIG-6
Registration Number:	2769870	BLENDMASTER
Registration Number:	1441676	BOND
Registration Number:	1656536	CUBRIR
Registration Number:	1881077	DEPOSIT
Registration Number:	833539	DOUBLE-M
Registration Number:	1229192	DOZER
Registration Number:	2200190	DYNA-GRAZE
Registration Number:	854528	FARMHAND
Registration Number:	1704461	FIGHTER-F
Registration Number:	2008588	FLAME

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Registration Number:	2008553	FREEWAY
Registration Number:	2048096	GRIP
Registration Number:	1704460	GUNSMOKE
Registration Number:	2512549	HERBIMAX
Registration Number:	1280344	HOPKINS
Registration Number:	1634629	INCITE
Registration Number:	2019465	INITIATE
Registration Number:	1742051	INTAC
Registration Number:	1471094	LI 700
Registration Number:	1592636	LI LOVELAND INDUSTRIES INC.
Registration Number:	2599375	LIBERATE
Registration Number:	1491786	LOVELAND
Registration Number:	1210155	MAXIMIZER
Registration Number:	1890779	MICROMASTER
Registration Number:	2008590	MICROTREAT
Registration Number:	962376	MO-BAIT
Registration Number:	1701277	MSO
Registration Number:	1123077	NEPTUNE
Registration Number:	1120299	NEPTUNE
Registration Number:	2546284	PHASE
Registration Number:	696261	PLYAC
Registration Number:	2241815	PROTOMAX
Registration Number:	1335062	QUASAR
Registration Number:	2175091	SAFETGRO
Registration Number:	1360060	SEED MATE
Registration Number:	2909014	SHEAR-GUARD TECHNOLOGY
Registration Number:	2008828	SHELTER
Registration Number:	2008659	SITE
Registration Number:	1834282	SLICK PICK
Registration Number:	2008591	SLINGSHOT
Registration Number:	1879370	SOY WET
Registration Number:	2300584	SPECTRASOL
Registration Number:	640991	SPRAYMATE
Registration Number:	1533871	SPRAYMATE
Registration Number:	2023213	SUPPORT

Registration Number:	1650453	TAKE-DOWN
Registration Number:	2543549	THRUST
Registration Number:	1792269	TREKKER TRAX
Registration Number:	1706107	TUFF TRAX
Registration Number:	2292734	ULTRA GARD
Registration Number:	1104119	UNITE
Registration Number:	2754057	VALID
Registration Number:	2637135	VINEAGRA
Registration Number:	2618943	VORTEX
Registration Number:	2561086	WASTEMASTER
Registration Number:	2008589	WIDESPREAD
Registration Number:	1159598	X-77
Serial Number:	78511211	
Serial Number:	76525470	DYNA START
Serial Number:	76525466	MIZER
Serial Number:	76525459	SO-FAST

CORRESPONDENCE DATA

Fax Number: (303)447-7800

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 1-800-328-4393

Email: trademarkbldr@faegre.com

Correspondent Name: Eunice de Carvalho

Address Line 1: 1900 Fifteenth Street

Address Line 4: Boulder, COLORADO 80302

NAME OF SUBMITTER:	Jode Weidmann
Signature:	/Jode Weidmann/
Date:	02/24/2005

Total Attachments: 5

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MEMORANDUM OF ASSIGNMENT

THIS MEMORANDUM OF TRADEMARK ASSIGNMENT is entered into by and between Loveland Industries, Inc., a Colorado corporation, having a principal place of business at 7251 W. 4th Street Greeley, Colorado 80634 (the "Assignor"), and Loveland Products, Inc., a Colorado corporation, with its principal place of business located at 7251 W. 4th Street, Greeley, Colorado 80634 (the "Assignee"), to be effective for all purposes as of February 21-2005.

RECITALS

A. Assignor is the current owner of the trademarks listed in the attached Exhibit A, attached hereto and made a part hereof (the "Marks"), together with related goodwill (the "Goodwill").

B. Assignor has transferred and conveyed to Assignee the Marks, the Goodwill, and that portion of Assignor's business to which the Marks and Goodwill pertain (the "Business"); and Assignor desires to confirm for purposes of memorializing and recording the assignment that it has transferred and conveyed to Assignee the Marks, the Goodwill, and the Business; and Assignee has acquired, and desires to confirm by recording that it has acquired the Marks, the Goodwill and the Business.

C. This Memorandum of Assignment is a memorial for recording in the records of the Patent and Trademark Office of an assignment which took place effective as of the date first above written (the "Effective Date"). This Memorandum of Assignment is executed on the date set forth below to be effective for all purposes as of the Effective Date.

ASSIGNMENT

Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, confirms that it did assign the Marks, the Goodwill and the Business to Assignee, effective as of the Effective Date, and Assignor does hereby sell, assign, convey and transfer unto Assignee all of Assignor's right, title and interest in and to the Marks, the Goodwill and the Business;

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded as the registered owner and proprietor of the rights hereby conveyed; and

IN TESTIMONY WHEREOF, the Assignor has caused this document to be executed on its behalf on the date set forth below to be effective for all purposes as of the date first set forth above.

LOVELAND INDUSTRIES, INC.

Name: Todd A. Suko
Title: Vice President and Secretary

EXHIBIT A

LOVELAND INDUSTRIES, INC.

Owner Trademark Report by Mark
Country: US
Status: ACTIVE

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
357							
UNITED STATES	299953	9/30/1991	74/208,247	8/11/1992	1,706,108	REGISTERED	1
AGICIDE							
UNITED STATES	299954	6/3/1971	72/393,802	7/11/1972	937,372	REGISTERED	6
AGRA ZONE							
UNITED STATES	299955	4/12/1993	74/377,518	11/7/1995	1,933,551	REGISTERED	1
BIG-6							
UNITED STATES	299956	9/8/1987	73/683,086	6/14/1988	1,491,911	REGISTERED	5
BLENDMASTER							
UNITED STATES	299957	9/24/2001	76/316,213	9/30/2003	2,769,870	REGISTERED	1
BOND							
UNITED STATES	299959	10/10/1986	73/624,964	6/9/1987	1,441,676	REGISTERED	1
CUBRIR							
UNITED STATES	299961	3/12/1990	74/037,489	9/10/1991	1,656,536	REGISTERED	1
DEPOSIT							
UNITED STATES	299962	6/1/1993	74/396,756	2/28/1995	1,881,077	REGISTERED	1
DESIGN (TEST TUBE)							
UNITED STATES	300014	11/4/2004	78/511,211			PENDING	01,05,08 09
DOUBLE-M							
UNITED STATES	299963	6/6/1966	72/247,301	8/15/1967	833,539	REGISTERED	5
DOZER							
UNITED STATES	299964	9/4/1980	73/276,652	3/8/1983	1,229,192	REGISTERED	5
DYNA-GRAZE							
UNITED STATES	299965	7/15/1996	75/133,630	10/27/1998	2,200,190	REGISTERED	31
DYNA-START (AND DESIGN)							
UNITED STATES	299966	6/25/2003	76/525,470			ALLOWED	1
FARMHAND							
UNITED STATES	299968	4/20/1967	72/269,598	8/13/1968	854,528	REGISTERED	5
FIGHTER-F							
UNITED STATES	299969	9/30/1991	74/208,273	8/4/1992	1,704,461	REGISTERED	1
FLAME							
UNITED STATES	299971	11/20/1995	75/022,475	10/15/1996	2,008,588	REGISTERED	1

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
FREEWAY							
UNITED STATES	299972	11/20/1995	75/021,179	10/15/1996	2,008,553	REGISTERED	1
GRIP							
UNITED STATES	299970	7/14/1994	74/549,205	3/25/1997	2,048,096	REGISTERED	1
GUNSMOKE							
UNITED STATES	299973	9/30/1991	74/207,968	8/4/1992	1,704,460	REGISTERED	1
HERBIMAX							
UNITED STATES	299974	2/16/2001	76/211,087	11/27/2001	2,512,549	REGISTERED	1
HOPKINS (STYLIZED)							
UNITED STATES	299975	9/29/1982	73/393,845	6/5/1984	1,280,344	REGISTERED	1,5,8 9
INCITE							
UNITED STATES	299976	1/2/1990	74/015,444	2/12/1991	1,634,629	REGISTERED	5
INITIATE							
UNITED STATES	299977	4/15/1993	74/380,157	11/26/1996	2,019,465	REGISTERED	5
INTAC							
UNITED STATES	299978	3/21/1991	74/149,926	12/22/1992	1,742,051	REGISTERED	1
LI 700							
UNITED STATES	299981	9/12/1986	73/619,477	1/5/1988	1,471,094	REGISTERED	01
LI LOVELAND INDUSTRIES INC.							
UNITED STATES	299980	3/2/1989	73/784,239	4/24/1990	1,592,636	REGISTERED	01,03,05
LIBERATE							
UNITED STATES	299982	6/5/2001	76/266,371	7/23/2002	2,599,375	REGISTERED	01
LOVELAND							
UNITED STATES	299983	10/26/1987	73/691,877	6/14/1988	1,491,786	REGISTERED	1
MAXIMIZER							
UNITED STATES	299984	11/26/1979	73/240,545	9/28/1982	1,210,155	REGISTERED	1
MICROMASTER							
UNITED STATES	307495	11/19/1993	74/460,737	4/25/1995	1,890,779	REGISTERED	5
MICROTREAT							
UNITED STATES	299987	11/20/1995	75/022,477	10/15/1996	2,008,590	REGISTERED	01
MIZER (AND DESIGN)							
UNITED STATES	299989	6/25/2003	76/525,466			ALLOWED	01
MO-BAIT							
UNITED STATES	299991	4/17/1972	72/42,1549	7/3/1973	962,376	REGISTERED	6

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
MSO							
UNITED STATES	299992	9/30/1991	74/208,245	7/21/1992	1,701277	REGISTERED	01
NEPTUNE							
UNITED STATES	299993	1/5/1978	73/154,284	7/31/1979	1,123,077	REGISTERED	1
NEPTUNE (AND DESIGN)							
UNITED STATES	299988	1/5/1978	73/154,285	6/19/1979	1,120,299	REGISTERED	1
PHASE							
UNITED STATES	299994	6/12/2000	76/069,492	3/12/2002	2,546,284	REGISTERED	01
PLYAC							
UNITED STATES	299995	8/27/1959	72/080,298	4/19/1960	696,261	REGISTERED	6
PROTOMAX							
UNITED STATES	299996	11/14/1996	75/197,946	4/27/1999	2,241,815	REGISTERED	03,05
QUASAR							
UNITED STATES	299997	8/28/1984	73/496,860	5/14/1985	1,335,062	REGISTERED	5
SAFETGRO							
UNITED STATES	299998	7/21/1997	75/327,424	7/21/1998	2,175,091	REGISTERED	01
SEED MATE							
UNITED STATES	299999	8/15/1984	73/494,909	9/17/1985	1,360,060	REGISTERED	5
SHEAR-GUARD TECHNOLOGY							
UNITED STATES	300000	1/29/2002	76/363,741	12/7/2004	2,909,014	REGISTERED	01
SHELTER							
UNITED STATES	300001	7/22/1993	74/415,371	10/15/1996	2,008,828	REGISTERED	05
SITE							
UNITED STATES	300002	11/30/1995	75/026,189	10/15/1996	2,008,659	REGISTERED	1
SLICK PICK							
UNITED STATES	300003	3/29/1993	74/372,521	5/3/1994	1,834,282	REGISTERED	03
SLINGSHOT							
UNITED STATES	300004	11/20/1995	75/022,486	10/15/1996	2,008,591	REGISTERED	01
SO-FAST							
UNITED STATES	300005	6/25/2003	76/525,459			ALLOWED	01
SOY WET							
UNITED STATES	300008	3/29/1993	74/372,522	2/14/1995	1,879,370	REGISTERED	01
SPECTRASOL							
UNITED STATES	300009	11/12/1997	75/389,053	12/14/1999	2,300,584	REGISTERED	05

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
SPRAYMATE							
UNITED STATES	300076	5/10/1956	72/008,047	2/5/1957	640,991	REGISTERED	08
UNITED STATES	300010	3/30/1987	73/652,182	4/11/1989	1,533,871	REGISTERED	05
SUPPORT							
UNITED STATES	300012	7/3/1995	74/696,834	12/17/1996	2,023,213	REGISTERED	01
TAKE-DOWN							
UNITED STATES	300013	4/16/1990	74/049,833	7/9/1991	1,650,453	REGISTERED	01
THRUST							
UNITED STATES	300015	5/10/2000	76/044,476	2/26/2002	2,543,549	REGISTERED	01
TREKKER TRAX							
UNITED STATES	300016	1/4/1993	74/345,120	9/14/1993	1,792,269	REGISTERED	01
TUFF TRAX							
UNITED STATES	300018	9/30/1991	74/207,967	8/11/1992	1,706,107	REGISTERED	01
ULTRA GARD							
UNITED STATES	300019	10/15/1998	75/570,421	11/16/1999	2,292,734	REGISTERED	01
UNITE							
UNITED STATES	300020	3/20/1978	73/163,958	10/17/1978	1,104,119	REGISTERED	01
VALID							
UNITED STATES	300021	12/3/2001	76/343,874	8/19/2003	2,754,057	REGISTERED	01
VINEAGRA							
UNITED STATES	300022	6/5/2001	76/266,136	10/15/2002	2,637,135	REGISTERED	01
VORTEX							
UNITED STATES	300023	5/8/2001	76/252,829	9/10/2002	2,618,943	REGISTERED	01
WASTEMASTER							
UNITED STATES	300024	2/24/2000	75/926,498	4/16/2002	2,561,086	REGISTERED	01,31
WIDESPREAD							
UNITED STATES	300025	11/20/1995	75/022,476	10/15/1996	2,008,589	REGISTERED	01
X-77							
UNITED STATES	300026	7/12/1978	73/177,856	7/7/1981	1,159,598	REGISTERED	01

END OF REPORT TOTAL ITEMS SELECTED = 65