

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
American Marketing Enterprises, Inc.		03/29/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	WEGO, LLC		
Street Address:	10 West 33rd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78415986	THE GO ANYWHERE FIT ANYWHERE CUP OF TISSUES	
Serial Number:	78469642	THE GO ANYWHERE FIT ANYWHERE CUP OF WIPES	
Serial Number:	78359992	WEGO	
CORRESPONDENCE DATA			
Fax Number:	(212)972-5487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-687-2770		
Email:	docket@cplplaw.com		
Correspondent Name:	Cohen, Pontani, Lieberman & Pavane		
Address Line 1:	551 Fifth Avenue		
Address Line 2:	Suite 1210		
Address Line 4:	New York, NEW YORK 10176		
NAME OF SUBMITTER:	Lance J. Lieberman		
Signature:	/lance j. lieberman/		

CH \$90.00 78415986

Date:

03/30/2005

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, **AMERICAN MARKETING ENTERPRISES, INC.** of New York, New York (hereinafter "ASSIGNOR") is the owner of all right, title and interest in and to the trademarks (the "Trademarks") that are listed on Schedule A attached hereto, which Trademarks are the subject of the respective U.S. Trademark Applications (the "Applications") correspondingly listed on the attached Schedule A, and is the owner of all right, title and interest in and to the said Trademark Applications listed on the attached Schedule A; and

WHEREAS, **WEGO, LLC**, a limited liability corporation organized under the laws of the State of Delaware and having a place of business at 10 West 33rd Street, New York, New York 10001 (hereinafter "ASSIGNEE"), is desirous of acquiring the said Trademarks and the said Trademark Applications listed on the attached Schedule A and all Trademark Registrations issuing from the said Trademark Applications;

NOW, THEREFORE, for already-settled good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer over unto the said ASSIGNEE all right, title and interest in and to the said Trademarks listed on the attached Schedule A, together with the good will of the business symbolized by each of the said Trademarks and the entire ongoing business to which the said Trademarks pertain, and in and to the said United States Trademark Applications listed on the attached Schedule A.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative.

AMERICAN MARKETING ENTERPRISES, INC.

Dated: 3/29/05

By:  _____

Victor Azrak
President

SCHEDULE A

Mark

U.S. Trademark Application

THE GO ANYWHERE FIT
ANYWHERE CUP OF TISSUES

Serial No. 78/415,986, filed May 10, 2004

THE GO ANYWHERE FIT
ANYWHERE CUP OF WIPES

Serial No. 78/469,642, filed August 18, 2004

WEGO

Serial No. 78/359,992, filed January 30, 2004

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