

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/19/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Proven Winners N.A., L.L.C.		04/19/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Syngenta Participations AG
Street Address:	410 Swing Road
City:	Greensboro
State/Country:	NORTH CAROLINA
Postal Code:	27409
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78536555	BROADWAY LIGHTS

CORRESPONDENCE DATA

Fax Number: (336)632-2012
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 336-632-7835
 Email: susan.keefer@syngenta.com
 Correspondent Name: James A. Zellinger
 Address Line 1: 410 Swing Road
 Address Line 4: Greensboro, NORTH CAROLINA 27409

NAME OF SUBMITTER:	James A. Zellinger
Signature:	/James A. Zellinger/
Date:	04/19/2005

CH \$40.00 78536555

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Proven Winners North America, LLC the owner of the following trademark and U.S. application 78/536555 listed on the attached Schedule A; (hereinafter referred to as "Assignor's Mark"); and

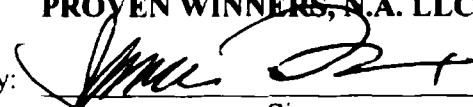
WHEREAS, Syngenta Participations AG, a corporation of Switzerland, (Assignee), with a U.S. mailing address of 410 Swing Road, Greensboro, North Carolina 27409 is desirous of acquiring Assignor's Mark;

NOW, THEREFOR, for the good and valuable consideration of two thousand dollars (\$2,000), the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, the entire right, title and interest in and to Assignor's Mark and any and all U.S. Applications and Registrations as set forth herein, together with the whole of the goodwill of the business pertaining thereto, the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, at common law and/or to the end of the term or terms for which registration of the Assignor's Mark may be granted or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Assignor's Mark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be assigned and its seal affixed, by its duly authorized officer, this 19 day of April, 2005.

PROVEN WINNERS, N.A. LLC

By:



Signature

MARK BROXON

Typed Name

EXEC DIRECTOR

Title

SCHEDULE A

1. TM (Applic.) #78/536555 ("BROADWAY LIGHTS")