

**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
Monarch Designs, Inc.	FORMERLY Bay Travelgear, Inc.	03/23/2005	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Cooltech Corporation
Street Address:	4211 Yonge Street
Internal Address:	Suite 610
City:	Willowdale, Ontario
State/Country:	CANADA
Postal Code:	M2P 2A9
Entity Type:	CORPORATION: CANADA

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Serial Number:	75327760	ICE
Registration Number:	1772380	ARCTIC ZONE
Registration Number:	2162886	ARCTIC ZONE
Registration Number:	2322477	ARCTIC ZONE TUFF
Registration Number:	1564519	CLIK ! CASE
Registration Number:	2312649	EXPANDABLE COOLER
Registration Number:	2642232	DUAL COOL
Registration Number:	2642233	LUNCH BAG PLUS
Registration Number:	2516340	PACKIDERM
Registration Number:	2426122	Z SERIES

**CORRESPONDENCE DATA**

Fax Number: (310)907-2114  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

OP \$265.00 75327760

Phone: 3102559114  
Email: wfinkelstein@agsk.com  
Correspondent Name: William A. Finkelstein  
Address Line 1: 1620 26th Street  
Address Line 2: Alschuler Grossman Stein & Kahan LLP  
Address Line 4: Santa Monica, CALIFORNIA 90404

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	William A. Finkelstein
Signature:	/waf/
Date:	04/19/2005

**Total Attachments: 2**  
source=Trademark Assignment - ARCTIC ZONE et al#page1.tif  
source=Trademark Assignment - ARCTIC ZONE et al#page2.tif

## DEED OF TRADEMARK ASSIGNMENT

**TO ALL IT MAY CONCERN,** be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, MONARCH DESIGNS, INC., BY CHANGE OF NAME FROM BAY TRAVELGEAR, INC., a Delaware corporation, having its principal place of business at 8388 E. Hartford Drive, Suite 102, Scottsdale, AZ 85255, hereby sells, assigns and transfers to THE COOLTECH CORPORATION, a Canadian corporation, having its principal place of business at 4211 Yonge St., Suite 610, Willowdale, Ontario M2P 2A9 its successors and assigns, the entire right, title and interest in and to the trademarks listed below in relation to a transfer of that portion of its business in the United States pertaining to the trademarks, the goodwill of the business associated with the said trademarks, all associated artwork, labels and package designs, all past, present and future claims, demands and causes of action based thereon, and including the following trademark registrations and application therefor:

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
ARCTIC ZONE	1,772,380	5/18/93
ARCTIC ZONE	2,162,886	6/2/98
ARCTIC ZONE TUFF	2,322,477	2/22/00
CLIK!CASE (Design)	1,564,519	11/7/89
DUAL COOL	2,642,232	10/29/02
EXPANDABLE COOLER	2,312,649	1/25/00
LUNCH BAG PLUS	2,642,233	10/29/02
PACKIDERM	2,516,340	12/11/01
Z SERIES	2,426,122	2/6/01

<u>Trademark</u>	<u>U.S. Application No.</u>	<u>Application Date</u>
ICE (Stylized)	75/327760	7/18/97

MONARCH DESIGNS, INC., BY CHANGE OF  
NAME FROM BAY TRAVELGEAR, INC.

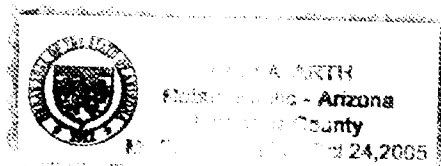
By: Jeffrey C. Bell

Title: President & CEO

Date: 3/23/05

NOTARIZATION

813503\_1.DOC



State of Arizona  
Maricopa County

ON THIS THE 23rd Day of MARCH, 2005  
BEFORE ME, JUDY A. BETH, Notary Public,  
Personally appeared JEFFREY C. BELL  
Personally known to me to be the person  
whose name is subscribed to the foregoing and  
acknowledged to me.  
Judy A. Beth - Notary Public  
My Commission Expires Oct. 24, 2005