

Form PTO-1594 (Rev. 03/05)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

American Mentality, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Florida
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance )/Execution Date(s) :**

Execution Date(s) 3/21/2005

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Roots Jam, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 1892 Kentucky Avenue

City: Winter Park

State: Florida

Country: United States Zip: 32789

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,680,558  
2,928,075

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

ROOTS JAM in International Class 41  
ROOTS JAM in International Classes 9 and 25

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: DAVID L. SIGALOW

Internal Address: Suite 1401

Street Address: 255 South Orange Avenue

City: Orlando

State: Florida Zip: 32801

Phone Number: 407-841-2330

Fax Number: 407-841-2343

Email Address: dsigalow@addmg.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ \_\_\_\_\_**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 010484  
Authorized User Name David L. Siglaw

**9. Signature:**

Signature

March 22, 2005

Date

DAVID L. SIGALOW

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$65.00 010484 2680558

**TRADEMARK ASSIGNMENT**

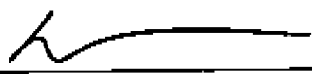
WHEREAS, AMERICAN MENTALITY, INC., a Florida corporation, with its principal place of business at 1892 Kentucky Avenue, Winter Park, Florida, 32789 (hereinafter "ASSIGNOR"), is the owner of U.S. Trademark Registrations as listed in Schedule A attached hereto (hereinafter "the Trademarks"), and

WHEREAS, ASSIGNOR, wishes to assign all right, title and interest in the Trademarks to ROOTS JAM INC., a Florida corporation, with its principal place of business at 1892 Kentucky Avenue, Winter Park, Florida, 32789 (hereinafter "ASSIGNEE");

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest it has in and to the Trademarks, together with the goodwill of the business symbolized thereby.

AMERICAN MENTALITY, INC.

Date 3-21-05

By:   
Ronald F. Bonner  
Title: Vice President

**SCHEDULE A  
TO  
TRADEMARK ASSIGNMENT  
FROM  
AMERICAN MENTALITY, INC. (ASSIGNOR)  
TO  
ROOTS JAM, INC. (ASSIGNEE)**

<b>MARK</b>	<b>REGISTRATION NO.</b>	<b>GOODS</b>
ROOTS JAM	2,680,558	Entertainment services in the nature of a live sporting event, namely, freestyle bicycle jumping contests (in International Class 41)
ROOTS JAM	2,928,075	Pre-recorded video tapes featuring freestyle BMX bicycle jumping contests (in International Class 9)  Clothing, namely, hats, caps, t-shirts, shorts, sweatshirts, sweatpants, pants, visors and wrist bands (in International Class 25)