

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
Herman Howard		06/17/2005	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	DURA LUBE, LLC		
Street Address:	1177 Olentangy River Rd		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43212		
Entity Type:	limited liability company:		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	74483572	DURA SHINE	
Registration Number:	2270450	DURA LUBE	
Registration Number:	2167800	DURA LUBE	
Registration Number:	2196117	DURA-LUBE	
Registration Number:	1944267	TOMORROW'S TECHNOLOGY TODAY	
Registration Number:	1714932	COLOR MATCH	
CORRESPONDENCE DATA			
Fax Number:	(614)227-2100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mmartin-jones@porterwright.com		
Correspondent Name:	Melanie Martin-Jones		
Address Line 1:	41 S High St		
Address Line 2:	Suite 2800		
Address Line 4:	Columbus, OHIO 43215		
NAME OF SUBMITTER:	Melanie Martin-Jones		

CH \$165.00 74483572

Signature:

/mrmj/

Date:

07/14/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Assignment”), effective as of June 17, 2005 is by and between HERMAN S. HOWARD, an individual (“Assignor”) and DURA LUBE, LLC, located at 1177 Olentangy River Rd., Columbus, OH 43212 (“Assignee”).

WHEREAS, pursuant to an Order Granting Joint Motion to Compromise, dated June 14, 2005 from the US Bankruptcy Court, District of Connecticut, Bridgeport Division, Assignor has been assigned all of Assignor’s right, title and interest in and to the trademarks and service marks listed in the Trademark Schedule, attached hereto (the “Marks”);

WHEREAS, Assignor is the owner of all right, title and interest in, to and under the Marks, including all trademark rights therefor and all applications and registrations therefor;

WHEREAS, pursuant to the Asset Purchase Agreement dated April 18, 2005 and the First Amendment to Asset Purchase Agreement dated June 8, 2005 (the “Purchase Agreement”), among INTO GREAT COMPANIES, INC., Assignee, DURA LUBE CORPORATION, AMERICAN DIRECT MARKETING, INC., INTERNATIONAL MEDIA, INC., HERMAN S. HOWARD, FUSION DISTRIBUTORS, LLC, and HIGH REV PRODUCTS, LLC, Assignor has agreed to sell, transfer, assign and deliver to INTO GREAT COMPANIES, INC. and INTO GREAT COMPANIES, INC. has agreed to purchase, acquire and accept from the Assignor, for the consideration and upon the terms and conditions set forth in the Purchase Agreement, all of Assignor’s right, title and interest in, to and under the Marks (the “Rights”), and INTO GREAT COMPANIES, INC. has assigned the Rights to Assignee; and

WHEREAS, Assignee wishes to purchase, acquire and accept from the Assignor, and Assignor wishes to sell, transfer, assign and deliver to the Assignee, all of Assignor’s right, title and interest in, to and under the Marks, including any rights Assignor may have acquired by assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the Purchase Agreement, the parties hereto hereby agree as follows:

1. Assignor hereby sells, transfers, assigns, and delivers to the Assignee all of Assignor’s right, title, and interest in, to and under the Marks, together with the goodwill associated therewith; including all applications and registrations therefor. Assignor further sells, transfers, assigns, and delivers to Assignee any and all causes of action arising under the rights assigned hereunder that may have arisen prior to the date that this Assignment was

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HERMAN S. HOWARD – DURA LUBE, LLC
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**TRADEMARK
REEL: 003121 FRAME: 0354**

Schedule of Trademarks

Mark	Country	Owner	App. No. (Filing Date)	Reg. No. (Reg. Date)
DURA LUBE	USA	High Rev Products LLC		2270450 1999
DURA LUBE	USA	High Rev Products LLC		2167800 1998
DURA-LUBE	USA	High Rev Products LLC		2196117 1998
DURA SHINE	USA	High Rev Products LLC	74/483,572 1/ 27/ 1994	
TOMORROW'S TECHNOLOGY TODAY	USA	High Rev Products LLC		1944267 Dec 26, 1995
COLOR MATCH	USA	High Rev Products LLC		1714932 Sept 15, 1992

All common law trademarks and service marks related to the Dura Lube business.

**TRADEMARK ASSIGNMENT – HIGH REV PRODUCTS, LLC
Schedule of Trademarks**