

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

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):

RICHARD A. DEER

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: _____
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: BODY DYNAMICS, INC.

Internal _____

Address: _____

Street Address: 9700 North Michigan Road

City: Carmel

State: Indiana

Country: U.S.A. Zip: 46032

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- 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)

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

Execution Date(s) August 22, 2005

- Assignment Merger
- Security Agreement Change of Name
- Other _____

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)

2,995,655

Additional sheet(s) attached? Yes No

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

HOOCHIE MAMA

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

Name: Gregory B. Coy, Esq.

Internal Address: _____

Street Address: One Indiana Square
Suite 2800

City: Indianapolis

State: IN Zip: 46204-2079

Phone Number: (317) 636-4341

Fax Number: (317) 636-1507

Email Address: _____

6. Total number of applications and registrations involved:

1

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 1013
Expiration Date 04/09

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:


Signature
Gregory B. Coy
Name of Person Signing

November 18, 2005
Date

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$40.00 2995655

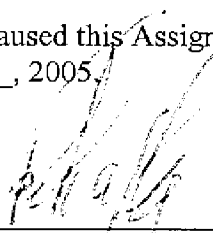
TRADEMARK ASSIGNMENT

WHEREAS, Richard A. Deer, an individual, having a place of business at 9700 North Michigan Road, Carmel, Indiana 46032 (hereinafter "Assignor"), is the owner of United States Trademark Registration Application No. 76/977,267 filed April 21, 2000 for the mark HOOCHIE MAMA (hereafter "Mark"),

WHEREAS, Body Dynamics, Inc., a corporation of the State of Indiana, having a place of business at 9700 North Michigan Road, Carmel, Indiana 46032 (hereinafter "Assignee"), desires to acquire said Mark and said application, and any registration issuing thereon.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer unto Assignee the entire right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the entire right, title and interest in and to said application, and any registration issuing thereon.

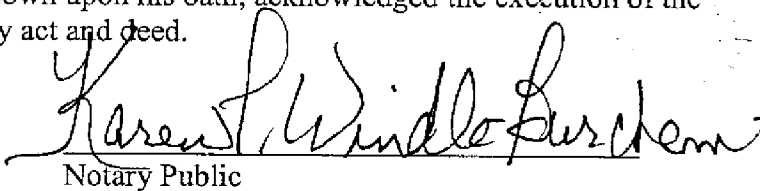
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and effective as of this 22 day of August, 2005.



Richard A. Deer

STATE OF INDIANA)
)ss:
COUNTY OF HAMILTON)

Before me, a Notary Public, in and for said County and State, personally appeared Richard A. Deer, who, being first duly sworn upon his oath, acknowledged the execution of the foregoing "Assignment" as his voluntary act and deed.


Notary Public

KAREN P. WINDLE-BURCHAM
Notary Public - Marion County, IN
Commission Expires : 1-19-2008

My Commission Expires: 1-19-2008

Printed: _____

Resident of MARION County

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