

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker Corporation		04/26/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Trustee of the Dean Martin Family Trust, a California Trust, the trustee comprising of Laura Lizer		
Street Address:	1600 North Fairfax Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	TRUSTEE: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2855895	DEAN MARTIN CELEBRITY ROASTS	
CORRESPONDENCE DATA			
Fax Number:	(310)282-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	dgrace@loeb.com		
Correspondent Name:	David W. Grace c/o Loeb & Loeb LLP		
Address Line 1:	10100 Santa Monica Boulevard		
Address Line 2:	Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067-4120		
ATTORNEY DOCKET NUMBER:	205339-10013		
NAME OF SUBMITTER:	David W. Grace		
Signature:	/David W. Grace/		
Date:	05/05/2006		

CH \$40.00 2855895

Total Attachments: 1
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For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Guthy-Renker Corporation, a Delaware corporation, ("Assignor"), having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, California 92260 hereby sells, assigns, and transfers to the Trustee of the Dean Martin Family Trust, a California trust, the trustee comprising of Laura Lizer, a U.S. citizen, 1600 North Fairfax Avenue, Los Angeles, California 90046 ("Assignee"), absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trademark DEAN MARTIN CELEBRITY ROASTS (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications to register the marks, including U.S. Registration No. 2855895, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 26th day of April, 2006. BV

Guthy-Renker Corporation

By: B. Van de Bunt

Name: B. Van de Bunt

Title: EVP

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