

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	05/03/1996		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Sporting Goods Corporation		05/03/1996	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Aerobics and Fitness Association of America		
Street Address:	15250 Ventura Blvd.		
Internal Address:	Suite 200		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91403		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1419134	APEX	
CORRESPONDENCE DATA			
Fax Number:	(310)286-9573		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(310) 785-1200		
Email:	jk@jonathankirsch.com		
Correspondent Name:	Jonathan Kirsch		
Address Line 1:	1880 Century Park East		
Address Line 2:	Suite 515		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	APEX (WORD MARK)		
NAME OF SUBMITTER:	Jonathan Kirsch		

TRADEMARK

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Signature:	/Jonathan Kirsch/
Date:	05/24/2006
Total Attachments: 1 source=Trademark Assignment#page1.tif	

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TRADEMARK ASSIGNMENT

Effective as of May 3, 1996.

1. **Quitclaim.** Effective as of the date first written above ("Effective Date"), and for good and sufficient consideration, adequacy and receipt of which are hereby acknowledged, AMERICAN SPORTING GOODS CORPORATION, a Delaware corporation ("ASGC"), hereby grants to AEROBICS AND FITNESS ASSOCIATION OF AMERICA, a California corporation ("AFAA"), any and all rights in and to the APEX mark, and any and all good will symbolized thereby and/or associated therewith, for the following goods and services only: Educational services, namely organizing and conducting conferences and seminars in the field of physical fitness in Int. Cl. 41, and (b) Jewelry, namely pins, and any good will that may be associated therewith.

2. **Assignment of Registration No. 1,419,134.** Without limiting the generality of the foregoing, ASGC hereby assigns to AFAA any and all rights ASGC may have in the trademark registration now registered in the United States Patent and Trademark Office under Reg. No. 1,419,134, and the good will associated with this registration.

IN WITNESS WHEREOF, ASGC, by and through its undersigned officer, has executed this Trademark Assignment.

AMERICAN SPORTING GOODS CORPORATION

By: 

Jerome A. Town

Title: Chairman of Board

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