

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Basic Research, LLC | | 10/08/2002 | LIMITED LIABILITY COMPANY: |
| RECEIVING PARTY DATA | | | |
| Name: | Western Holdings, LLC | | |
| Street Address: | 1821 Logan Avenue | | |
| City: | Cheyenne | | |
| State/Country: | WYOMING | | |
| Postal Code: | 82001 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1908095 | BASIC RESEARCH | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (801)530-2978 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 801.517.7132 | | |
| Email: | brooklynnfobbs@basicresearch.org | | |
| Correspondent Name: | BROOKLYNN FOBBS | | |
| Address Line 1: | 5742 W. HAROLD GATTY DRIVE | | |
| Address Line 4: | SALT LAKE CITY, UTAH 84116 | | |
| ATTORNEY DOCKET NUMBER: | BASIC RESEARCH | | |
| NAME OF SUBMITTER: | Dennis W. Gay | | |
| Signature: | /dwg/ | | |
| Date: | 07/12/2006 | | |

OP \$40.00 1908095

Total Attachments: 3

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TRADEMARK DEED OF ASSIGNMENT

This Assignment is made by Basic Research, LLC, a Utah limited liability company having a business address at 5742 West Harold Gatty Dr, Salt Lake City, Utah 84116 (hereinafter referred to as "Assignor"), to Western Holdings, L.L.C., a Wyoming limited liability company having a principal place of business at 1210 South Walnut, Casper, Wyoming 82601 (hereinafter referred to as "Assignee").

WHEREAS. Assignor owns all right, title, and interest in and to the trademarks and their corresponding U.S. Trademark Registrations (hereinafter the "marks") referenced on Exhibit "A"; and

WHEREAS, Assignee desires to obtain from Assignor all right, title and interest in and to the marks and the aforesaid Registrations;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor forever assigns, transfers and sets over to Assignee all right, title and interest in and to the marks and the aforesaid Registrations, together with the goodwill of the business symbolized by and associated with the marks and the right to recover damages, profits and all other remedies for past infringement thereof.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register service marks and trademarks, to issue any and all certificates of registration of the mark to the Assignee as the owner of the entire interest therein, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.

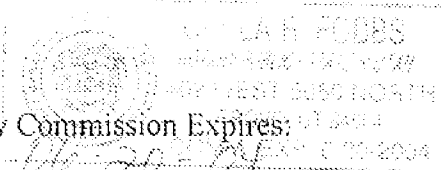
IN WITNESS WHEREOF, the Assignor has caused the hand of its duly authorized representative to be subscribed hereto. This Assignment and Agreement shall be binding upon the Assignor and its heirs, successors, assigns and legal representatives.

Basic Research, LLC

By: [Signature]
Dennis W. Gay
Managing Member

STATE OF UTAH)
 : ss.
COUNTY OF UTAH)

On 04 8, 2002, before me personally appeared Dennis W. Gay, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument he executed the instrument.


My Commission Expires: 03/2004

[Signature]
NOTARY PUBLIC
Residing at Mid Lake County

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Exhibit "A"

| <u>Trademark</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|------------------|----------------------------|--------------------------|
| BASIC RESEARCH | 1,908,095 | 08/01/1995 |
| BODY FIRM | 2,164,071 | 06/09/1998 |
| BODY MELT | 2,162,118 | 06/06/1998 |
| BODY SCULPT | 2,223,693 | 02/16/1998 |