

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
Direct-Lift, L.P.		07/31/2007	LIMITED PARTNERSHIP:
RECEIVING PARTY DATA			
Name:	RL Consolidated, Inc.		
Street Address:	2700 Lanier Drive		
City:	Madison		
State/Country:	INDIANA		
Postal Code:	47250		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2736662	DIRECT LIFT	
CORRESPONDENCE DATA			
Fax Number:	(402)390-9005		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	402 390-9500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Roberta L. Christensen		
Address Line 1:	One Pacific Place, 1125 S 103rd Street		
Address Line 2:	Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
ATTORNEY DOCKET NUMBER:	2768-0080 DOVER		
NAME OF SUBMITTER:	Roberta L. Christensen		
Signature:	/rlc/		
Date:	08/01/2007		

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TRADEMARK
REEL: 003591 FRAME: 0959

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective July 31, 2007, by DIRECT-LIFT, L.P., a Texas limited partnership ("Assignor"), in favor of RL CONSOLIDATED, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark "DIRECT LIFT" (the "Mark"), which is registered in the United States Patent and Trademark Office as Registration No. 2,736,662, dated July 15, 2003; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registrations therefor and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Mark in any and all countries.

DIRECT-LIFT, L.P., a Texas limited partnership

By: Lift Marketing, Inc., a Texas corporation,
General Partner

By: 
Xiao Ming ("Eric") Shen, President