

MRD 7-16-98

07-23-1998

FORM PTO-1594  
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ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

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| <p>1. Name of conveying party(ies):</p> <p>Help Ur Self, Inc.</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association<br/> <input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership<br/> <input checked="" type="checkbox"/> Corporation-State PA<br/> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> | <p>2. Name and address of receiving party(ies):</p> <p>Name: <u>Sweets From Heaven U.S.A., L.P.</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>1830 Forbes Avenue</u></p> <p>City: <u>Pittsburgh</u> State: <u>PA</u> ZIP: <u>15219</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____<br/> <input type="checkbox"/> Association _____<br/> <input type="checkbox"/> General Partnership _____<br/> <input checked="" type="checkbox"/> Limited Partnership <u>Nevada</u><br/> <input type="checkbox"/> Corporation-State _____<br/> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No<br/> (Designations must be a separate document from Assignment)<br/> Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> |
| <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                              <input type="checkbox"/> Merger<br/> <input type="checkbox"/> Security Agreement                      <input type="checkbox"/> Change of Name<br/> <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>Nov. 4, 1997</u></p>   |  |

|   |  |
|---|--|
| <p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s)</p> | <p>B. Trademark registration No.(s)</p> <p><u>1,447,952</u><br/> <u>1,919,027</u></p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
|---|--|

|   |   |
|---|---|
| <p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Ronald E. Brown</u></p> <p>Internal Address: <u>Kane, Dalsimer, Sullivan,</u><br/> <u>Kurucz, Levy, Eisele and</u><br/> <u>Richard, LLP.</u></p> <p>Street Address: <u>711 Third Avenue</u><br/> <u>20th Floor</u></p> <p>City: <u>New York</u> State: <u>NY</u> ZIP: <u>10017</u></p> | <p>6. Total number of applications and registrations involved: <span style="border: 1px solid black; padding: 2px;">2</span></p> <p>7. Total fee (37 CFR 3.41): \$ <u>65.00</u></p> <p><input checked="" type="checkbox"/> Enclosed<br/> <input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>11-0215</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p> |
|---|---|

07/21/1998 DNGUYEN 00000121 1447952

01 FC:481 40.00 OP  
02 FC:482 25.00 OP

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9. Statement and signature.  
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Ronald E. Brown                              [Signature]                              7/10/98  
Name of Person Signing                              Signature                              Date

TRADEMARK  
Total number of pages comprising cover sheet: 3  
REEL: 1757 FRAME: 0286

## ASSIGNMENT OF TRADEMARKS

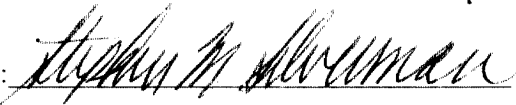
This Assignment is made as of November 4, 1997 between Help Ur Self, Inc., a Pennsylvania corporation ("Assignor"), and Sweets From Heaven U.S.A., L.P., a Nevada limited partnership having its principal business address at 1830 Forbes Avenue, Pittsburgh, Pennsylvania 15219 ("Assignee").

Assignor has adopted and is using in its business the following trademarks (the "Trademarks") for which registration has been granted by the United States Patent and Trademark Office:

| <u>Trademark</u>   | <u>Registration No.</u> | <u>Registration Date</u> |
|--------------------|-------------------------|--------------------------|
| HELP-UR-SELF       | 1,447,952               | July 14, 1987            |
| ICKY, STICKY & GOO | 1,919,027               | September 12, 1995       |

Assignee wishes to acquire the Trademarks and their registrations. Therefore, for the sum of One Dollar and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademarks and the registrations thereof, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and their registrations.

HELP UR SELF, INC.

By: 

Name: Stephen M. Silverman  
Title: President

COMMONWEALTH OF PENNSYLVANIA )  
 ) SS:  
COUNTY OF ALLEGHENY )

Before me, a Notary Public in and for said County and State, personally appeared Stephen M. Silverman, President of Help Ur Self, Inc., known to be or satisfactorily proven to be the person and officer whose name was subscribed to the within Assignment of Trademarks, and acknowledged that he executed the same on behalf of Help Ur Self, Inc. as his voluntary act and deed for the purposes and consideration therein expressed and in the capacity therein given.

Therefore, I have set my hand and affixed my official seal on Nov 4, 1997.

*Ann Michele Beardsley*  
NOTARY PUBLIC

(SEAL)

Notarial Seal  
Ann Michele Beardsley, Notary Public  
Pittsburgh, Allegheny County  
My Commission Expires July 3, 1999  
Member, Pennsylvania Association of Notaries