

07-22-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name PALMER & ASSOCIATES, INC. Execution Date
Month Day Year
05151998

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization ARKANSAS

Receiving Party

Mark if additional names of receiving parties attached

Name BRADLEY HOLDINGS, L.L.C.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 997 OAKS MANOR

Address (line 2) _____

Address (line 3) FAYETTEVILLE AR 72703
City State/Country Zip Code

- Individual General Partnership Limited Partnership Corporation Association
 - Other LIMITED LIABILITY COMPANY
 - Citizenship/State of Incorporation/Organization ARKANSAS
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/22/1999 MTHAI1 00000009 917843

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:
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REEL: 001931 FRAME: 0858

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="917843"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

E. LAMAR PETTUS, ATTORNEY

Name of Person Signing

Signature

7/16/99

Date Signed

ASSIGNMENT OF SERVICE MARK

THIS AGREEMENT entered into this 15th day of May, 1998 between **PALMER & ASSOCIATES, INC.** of 1207 North Thompson Street, P. O. Box 1126, Springdale, AR 72764 (hereinafter referred to as "Assignor") and **BRADLEY HOLDINGS, L.L.C.**, of 977 Oaks Manor, Fayetteville, AR 72703 (hereinafter referred to as "Assignee.")

WHEREAS, Assignor has adopted and is using a service mark registered in the United State Patent and Trademark Office, registration No. 917,843 dated August 3, 1971, and renewed on August 3, 1991, and whereas, Assignor is the sole owner of said service mark, and,

WHEREAS, Assignor is desirous of acquiring such service mark and the registration thereof and the entire right, title and interest in the same;

NOW, therefore, in consideration of good and valuable consideration, the receipt whereof is acknowledged, the Assignor, by these presents, does sell, assign and transfer unto said Assignee the entire right, title and interest in and to said service mark aforesaid, along with the registration thereof, the number of which is contained herein; the same to be held and enjoyed by the said Assignee for its own use and behoof, and for its legal representative and assigns, to the full end of the term for which said service mark is granted and renewed, as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made.

EXECUTED this 15th day of May, 1998, at Fayetteville, Arkansas.

PALMER & ASSOCIATES, INC.

By: *Ronald A. Palmer*
Ronald A. Palmer, President

STATE OF ARKANSAS)
)
COUNTY OF WASHINGTON)

BEFORE ME personally appeared RONALD A. PALMER and acknowledged the foregoing instrument to be his free act and deed this 15th day of May, 1998.

Jacque Stork Carruth
Notary Public

My Commission Expires:

