

07-22-1999



101096664

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

07-20-99  
08/27/1999

7-20-99

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  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

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

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

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

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 00000011 1816442

FOR OFFICE USE ONLY

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**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"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1816442"/>	<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 TRADEMARK

THIS AGREEMENT entered into this 15 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 mark registered in the United States Patent Office, registration No. 1,816,442 dated January 11, 1994., and whereas, Assignor is the sole owner of said trademark, and,

WHEREAS, Assignee is desirous of acquiring such 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 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 representatives and assigns, to the full end of the term for which said 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 15 day of May, 1998, at Fayetteville, AR

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 15 day of May, 1998.

Jacque Stork Carruth  
Notary Public

My Commission Expires:

