

01-28-2000

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

RECOF



101253040

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

1. Name of conveying party(ies): MRD
Palmer & Associates, Inc. 12.28.99

Individual Association
 General Partnership Limited Partnership
 Corporation-State - ARKANSAS
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name Bradley Holdings L.L.C.
 Internal Address: _____
 Street Address: 977 Oaks Manor

 City Fayetteville
 State Arkansas ZIP 72703

Individual (s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporate-State _____
 Other an Arkansas Limited Liability Company
 If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 Additional name(s) & addresses(es) attached?
 Yes No

3. Name of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 15, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) 917,843

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: G. Franklin Rothwell
 Internal Address: Rothwell, Figg, Ernst & Kurz, p.c.
Columbia Square
 Street Address: 555 Thirteenth Street, N.W., Suite 701 East Tower
 City: _____
 State: Washington, D.C. Zip 20004

6. Total number of applications and registrations involved: ONE

7. Total fee (37 CFR 3.41): . . . \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

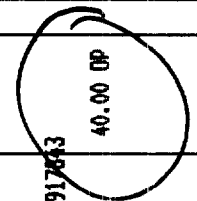
DO NOT USE THIS SPACE

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.

G. Franklin Rothwell G.F. Rothwell 12.28.99
 Name of Person Signing Signature Date

FILE NUMBER 1633-101SM Total number of pages including cover sheet, attachments and documents: 2



01/27/2000 BROWNE 00000000 917843

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:
OFFICIAL SEAL
JACQUE STORK CARRUTH
NOTARY, ARKANSAS
WASHINGTON COUNTY
COMMISSION EXPIRES JUNE 1, 2007