

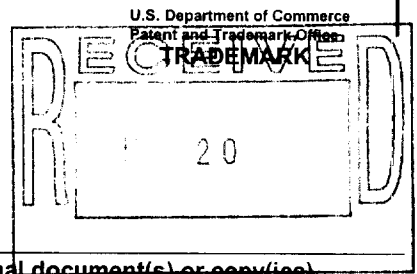
03/15/00

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

04-17-2000



RE 101321536 ET
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
Effective Date
Month Day Year
01032000
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name MSA Productions Group

Execution Date
Month Day Year
01032000

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization a New York corporation

Receiving Party

Mark if additional names of receiving parties attached

Name Aspen Marketing, Inc.

DBA/AKA/TA _____

Composed of 11755 Wilshire Blvd.

Address (line 1) Suite 1100

Address (line 2) _____

Address (line 3) Los Angeles California 90025

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

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.)

Citizenship/State of Incorporation/Organization a California corporation

FOR OFFICE USE ONLY

04/17/2000 TT0N11 00000335 75502750

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40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002052 FRAME: 0571

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)

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

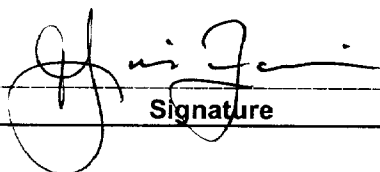
No

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.

J. Luis Farias

Name of Person Signing



Signature

3/15/00

Date Signed

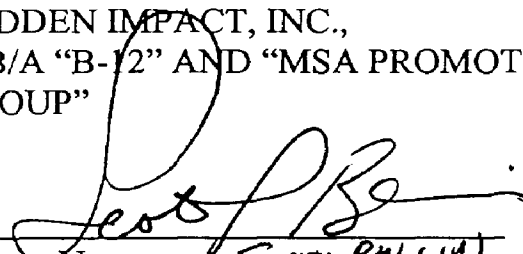
ASSIGNMENT OF
TRADEMARKS AND SERVICE MARKS

For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Sudden Impact, Inc., a New York corporation, d/b/a "B-12" and "MSA Promotions Group," America On Premise LLC, a Delaware limited liability company, and Seymour Outdoor Inc., a New York corporation (collectively, "Sellers"), do hereby assign, grant, bargain, sell, convey and transfer to Aspen Marketing, Inc., a California corporation ("Buyer"), all of Sellers' right, title, interest, privileges and benefits now or hereafter existing in and to the trademarks, service marks and other proprietary rights listed on Schedule A attached hereto (collectively, the "Marks") together with the goodwill of the business symbolized by and associated with each of the Marks, the trade dress associated with the Marks, and all rights to damages and profits, due or accrued, arising out of past infringements of any of the Marks, and the right to sue for and recover the same.

Executed this 3 day of January, 2000.

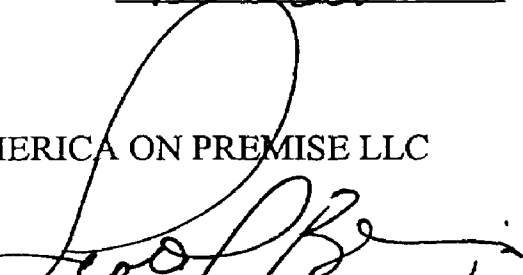
SUDDEN IMPACT, INC.,
D/B/A "B-12" AND "MSA PROMOTIONS
GROUP"

By


Name: SCOTT BALLIN
Its: PRESIDENT

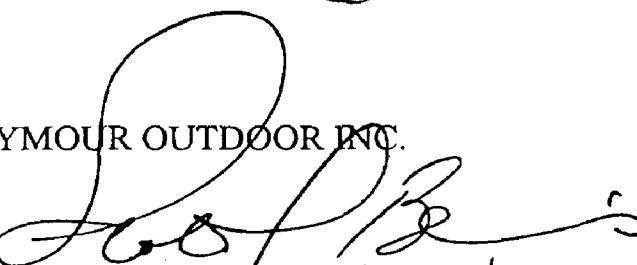
AMERICA ON PREMISE LLC

By


Name: SCOTT BALLIN
Its: PRESIDENT

SEYMOUR OUTDOOR INC.

By


Name: SCOTT BALLIN
Its: PRESIDENT

SCHEDULE A
MARKS

- B-12 logo device
- B-12 name
- “Your Daily Marketing Supplement” tagline
- Sudden Impact name
- America On-Premise name
- Seymour Outdoor name
- Seymour Outdoor logo
- B-12.com website
- Seymouroutdoor.com website
- Americaonpremise.com website
- Account Profile Index/API
- In-Market Access Point/IMAP