

04-21-2000

FORM PTO-1618A

Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101329007

RECORDATION FORM COVER SHEET  
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MJD 3.20.00

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

Execution Date  
Month Day Year

Name

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
- 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

04/19/2000 DMGUYEN 00000371 75644854

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REEL: 002056 FRAME: 0549

**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" value="75644854"/>	<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"/>	<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

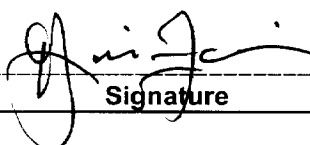
Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

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.

J. Luis Farias  
Name of Person Signing



Signature

3/15/00  
Date Signed

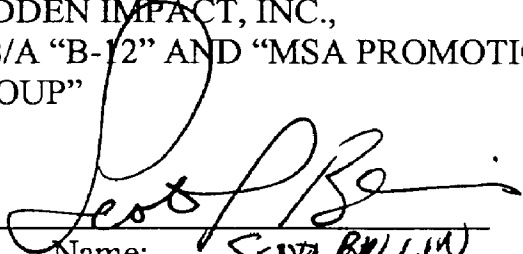
ASSIGNMENT OF  
TRADEMARKS AND SERVICE MARKS

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: ATTORNEY

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