

12-05-2000



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11-14-00

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

Docket No.: D-8462

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 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.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

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: 002186 FRAME: 0710

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="75-784,499"/>	<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"/>	<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.

Daniel M. Cislo, Esq.

11-10-'00

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, the undersigned e4L, Inc., a Delaware corporation having its principal place of business located at 15821 Ventura Boulevard, Fifth Floor, Encino, California 91436 (hereinafter ASSIGNOR), has developed a business pertaining to the use in commerce of the mark BUN ROCKER for manually operated exercise equipment in International Class 28 (hereinafter the MARK), and has filed United States Trademark Application Serial No. 75-784,499 for registration thereof, including the submission of an Amendment to Allege Use dated August 11, 2000;

WHEREAS, Lohan Media LLC, a California corporation having its principal place of business located at 16161 Ventura Boulevard, Suite 676, Encino, California 91436 (hereinafter ASSIGNEE), and the successor to the portion of the ongoing and existing business of ASSIGNOR to which the MARK pertains, is desirous of acquiring the MARK, the goodwill and business symbolized thereby, the aforementioned trademark application therefor, and any and all associated assets of that portion of the business; and

WHEREAS, ASSIGNOR is desirous of assigning the MARK, the goodwill and business symbolized thereby, the aforementioned trademark application, and the portion of the business to which the MARK pertains, along with any and all associated assets of that portion of the business;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARK, the goodwill and business symbolized thereby, the aforementioned trademark application therefor, and any and all associated assets of that portion of the business.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 2nd day of Nov., 2000.

ASSIGNOR:

e4L, Inc.

[Signature]
Signature

Bruce Goodman
Print Name

V.P.
Title

Z:\pat-tm\8462 Bun Rocker TM Assignmt.doc

RECORDED: 11/14/2000

TRADEMARK
REEL: 002186 FRAME: 0712