

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

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

RECORDATION FORM COVER SHEET 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 # _____ Frames # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year
01/24/01

Conveying Party

Mark if additional names of conveying parties

Execution Date
Month Day Year
01/24/01

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

FOR OFFICE USE ONLY

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

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FORM PTO-1618B
Expires 06/30/96
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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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" value="2,200,262"/>	<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.

Douglas W. Sprinkle

Name of Person Signing

Signature

3/19/01

Date Signed

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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. #

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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,200,264"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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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.

Douglas W. Sprinkle

3/19/01

Name of Person Signing

Signature

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
DESIGNATION OF DOMESTIC REPRESENTATIVE (FOR TRADEMARK APPLICATION)

Name of Applicant: **Desmond LaTouche**
Serial No., if Any: **Reg. No. 2,200,262**
Filing Date: **Reg. Date 10/27/98**
Address of Applicant: **1315 Patricia Blvd.**
Kingsville, Ontario N94 2R3
Canada

Docket No.
LDB-01000/04

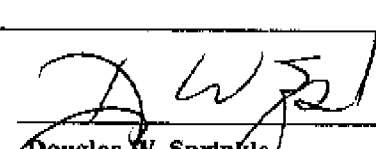
Trademark: **INSTANT FISHERMAN BY FLYING LURE**

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

The above-identified Applicant hereby designates the following as Domestic Representative upon whom notice or process in proceedings affecting the above-identified trademark may be served:

Name of Domestic Representative: **Douglas W. Sprinkle**
Postal Address: **Gifford, Krass, Groh, Sprinkle,**
Anderson & Citkowski, P.C.
280 N. Old Woodward Ave., Suite 400
Birmingham, MI 48009

Dated: 3/19/01

By: 
Douglas W. Sprinkle
Registration No. 27,394
Applicant's Attorney

Certificate of Mailing by Express Mail

I certify that this document and fee is being deposited on _____ with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.40 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

"Express Mail" Mailing Label Number

Certificate of Mailing by First Class Mail

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Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

TRADEMARK

ASSIGNMENT
EXHIBIT "B"

WHEREAS, e4L, Inc. (hereinafter "Assignor"), having an address at 15821 Ventura Boulevard, Encino, California 91436, has adopted, it using and is the owner of the trademark INSTANT FISHERMAN BY FLYING LURE (the "Mark") and the U.S. Certificate of Registration No. 2,200,262 therefor, and the goodwill of the business associated with any symbolized by the Mark; and

WHEREAS, Desmond LaTouche, (hereinafter "LaTouche"), with an address of 1315 Patricia Blvd. Kingsville ON N942R3 Canada, is desirous of acquiring all of the right, title and interest of said Assignor in and to the Mark in the United States and worldwide, said U.S. Certificate of Registration therefor and the goodwill of the business associated with any symbolized by the Mark;

NOW, THEREFORE, IN CONSIDERATION of the sum of Ten Thousand Dollars (\$10,000) (for Exhibit "A" and "B") and other good and valuable consideration, the receipt of which is hereby acknowledged by , and pursuant to the Purchase Agreement dated January 22, 2001, between Assignor and LaTouche, Assignor does hereby sell, assign and transfer to LaTouche all of its right, title and interest in and to the Mark, and in and to all of Assignor's ancillary, derivative, and/or confusingly similar marks, in the United States and worldwide, said U.S. Certificate of Registration No. 2,200,262 and other applicable U.S. Certificates of Registration therefor, and the goodwill of the business associated with and symbolized by the Mark.

Included in this assignment are any and all rights which the said Assignor has or may have against persons who have infringed upon the Mark or the Certificates of

Registration therefor prior to the date of this assignment. These rights include the right to use and recover for all damages and profits arising out of infringement of the Mark, and the Certificate of Registration therefor, prior to the date of this assignment.

IN WITNESS WHEREOF, Assignor has caused this assignment to be signed by Eric Weiss, its President/Chief Operating Officer, thereto duly authorized, this 24th day of JANUARY, 2001

e4L, Inc

By *Eric Weiss*
Name: Eric Weiss

Title: President/Chief Operating Officer

ACKNOWLEDGMENT

STATE OF CALIFORNIA

SS:

COUNTY OF LOS ANGELES

On this 24th day of JANUARY, 2001, before me personally appeared Eric Weiss, to me known, who, after being sworn, did depose and say that he/she is the President/Chief Operating Officer of e4L, Inc., the corporation described herein, and which executed the above instrument, that he/she has been duly authorized by said e4L, Inc. to execute this instrument on its behalf, and that the execution of this instrument was the free act and deed of Eric Weiss.

Theresa Lindol (SEAL)
Notary Public

My commission expires: MARCH 26, 2004

