FORM PTO-1618A Expires 08/30/99 OMB 0651-0027	U.S. Department of Commerce Patent and Trademark Office TRADEMARK	
RECORDATION FORM GOVER SHEET		
TRADEMARKS ONLY		
TO: The Commissioner of Patents and Trademerks: Please record the attached original document(s) or copy(ies).  Submission Type  Conveyance Type		
Submission Type  New	X Assignment License	
Resubmission (Non-Recordation)  Document ID #	Spcurity Agreement Nunc Pro Tunc Assignment  Effective Date	
Correction of PTO Error	Merger Month Day Year 01/24/01	
Reel # Frame #		
Corrective Document	Change of Name	
Reel # Frame #	Other	
Conveying Party	Mark if additional names of conveying parties  Execution Date  Month Day Year	
Name e	4L, Inc. 01/24/01	
Formerly		
Individual Geπeral Partnership Limited Partnership X Corporation Association		
Other		
Citizenship/State of Incorporation/Organiza	tion Delaware	
Receiving Party	Mark if additional names of receiving parties attached	
Name	Desmond LaTouche	
DBA/AKA/TA	•	
Composed of		
	1315 Patricia Blvd.	
Address (line 1)		
Address (line 2)	Kingsville	
Address (line 3) Ontario	Canada N94 2R3	
Σ Individual General Partnership	State/Country  Zip Code  If document to be recorded is an assignment and the receiving party is	
Corporation Association	not domiciled in the United States, an appointment of a domestic	
Other	representative should be attached. (Designation must be a separate document from Assignment.)	
Citizenship/State of Incorporation/Organiza		
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	or approximatory 3d minutes per Cover Sheet to be recorded, including time for reviewing the document	

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet Live 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 Officers, Office of Management and Budget, Paperwork Reduction Project (6551-0027), Washington, D.C. 20303.

Washington, D.C. 2033 and to the Office of Information and Regulatory Affairs, Office of Management Practice. OO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) Information Trademark Assignment Practice.

	U.S. Department of Commerce	
FORM PTO-16 Expres 06/30/69 OMB 0651-0027	Page 2 Patent and Trademark Office TRADEMARK	
Domestic Re	epresentative Name and Address Enter for the first Receiving Party only.	
Name [	Douglas W. Sprinkle	
Address (line 1)	Gifford, Krass, Groh, Sprinkle, Anderson & Citkowski, P.C.	
Address (line 2)	280 N. Old Woodward Ave., Suite 400	
Address (line 3)	Birmingham, MI 48009 US	
Address (line 4)		
Correspond	ent Name and Address Area Code and Telephone Number 248-647-6000	
Name [	Douglas W. Sprinkle	
Address (line 1)	Gifford, Krass, Groh, Sprinkle, Anderson & Citkowski, P.C.	
Address (line 2)	280 N. Old Woodward Ave., Suite 400	
Address (line 3)	Birmingham, MI 48009 US	
Address (line 4)		
Pages Enter the total number of pages of the attached conveyance document # 5 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).		
<u>Trac</u>	demark Application Number(s)  Registration Number(s)  2,200,264	
Number of Properties Enter the total number of properties involved. # 1		
Fee Amour	The Amount for Properties Listed (37 CFR 3.41): \$ 40	
Method o	of Payment: Enclosed Deposit Account X	
(Enter for	payment by deposit account or if additional fees can be charged to the account.)  Deposit Account Number: # 07-1180	
	Authorization to charge additional fees: Yes X No	
Statement a	and Signature	
To t	the best of my knowledge and belief, the foregoing information is true and correct and any ched copy is a true copy of the original document. Charges to deposit account are authorized, as leated herein.	
D	ouglas W. Sprinkle 3 /19/5/	
Name	of Person Signing \$Ignature / Date Signed	

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FAX

## ASSIGNMENT Exhibit "A"

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 (the "Mark") and the U.S. Certificate of Registration No. 2,200,264 therefor, and the goodwill of the business associated with any symbolized by the Mark; and

WHERRAS, Desmond LaTouche, (hereinafter "LaTouche"), with an address of 1315

Patricis Hivd., 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 scknowledged 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. 2,200,264 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

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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 Bric Weiss, its President Chief Operating Officer, thereunto duly authorized, this 24 day of January 2001

Title: President/Chief Operating Officer

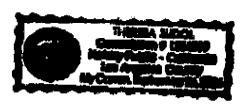
## ACKNOWLEDGMENT

STATE OF CALIFORNIO

SS:

COUNTY OF LOS ANGOLES

On this 24 To day of Jone Area, 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 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.



My commission expires: Marcu 26.2004

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RECORDED: 04/10/2001