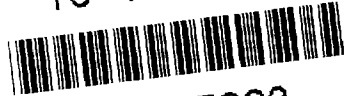


10-18-2001



101877623

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings ⇌ ⇌ ⇌ ▼

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Mission Media, Inc. d/b/a Wildheart Productions
PO Box 50095
Sarasota, FL 34232 **9-10-01**
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: **Kelly Pioneer Group, Inc.**
Internal
Address: _____
Street Address: **756 River Road**
City: **Fair Haven** State: **NI** Zip: **07704**
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **New Jersey**
 Other _____
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: **April 20, 2001**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
1,999,228
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Merzi L. Behnd-Klodd**
Internal Address: **Pleasant Company**
Street Address: **8400 Fairway Place**
City: **Middleton** State: **WI** Zip: **53562**

7. Total fee (37 CFR 3.41).....\$ **40.00**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.
Merzi L. Behnd-Klodd *Merzi Behnd-Klodd* **9/5/2001**
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 8

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

10/17/2001 JJALLANE 00000015 1999228
01 FC:481 40.00 00

TRADEMARK
REEL: 002384 FRAME: 0325

ASSIGNMENT

This ASSIGNMENT is made by and between Mission Media, Inc. d/b/a Wildheart Productions, ("Mission Media"), with a mailing address of P.O. Box 50095, Sarasota, FL 34232, and Kelly Pioneer Group, Inc., a New Jersey corporation, with a mailing address of 756 River Road, Fair Haven, NJ 07704 ("Kelly Pioneer Group").

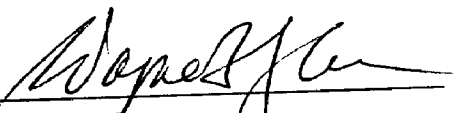
Mission Media, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, does hereby assign, sell, and transfer all right, title and interest of Mission Media, in and to the trademarks and domain name listed on Schedule A attached hereto ("Trademarks and Domain Name"), which list may be amended from time to time by mutual agreement of the parties, together with the good will of the business associated with and symbolized by the Trademarks and Domain Name.

This Assignment is made concurrent with and is subject to the agreement of the parties of this same date, regarding the Trademarks and Domain Name.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of the 20 day of April, 2001.

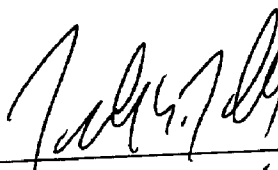
ASSIGNOR:

MISSION MEDIA, INC. D/B/A WILDHEART PRODUCTIONS

By: 
Its: President

ASSIGNEE:

KELLY PIONEER GROUP, INC.

By: 
Its: President

SCHEDULE A TO ASSIGNMENT

UNITED STATES TRADEMARK REGISTRATION; DOMAIN NAME / URL

U.S. Trademark Registration No. 1,999,228 for the mark WILD HEART

Domain name / URL: www.wildheart.com