

01-04-2002

12/31/01



RECORDING COVER SHEET
TRADEMARKS ONLY

101934592

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
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name HELP UR SELF, INC. Execution Date 11/04/1997
Month Day Year

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization PENNSYLVANIA

Receiving Party

Mark if additional names of receiving parties attached

Name SWEETS FROM HEAVEN U.S.A., L.P.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1830 FORBES AVENUE

Address (line 2) _____

Address (line 3)

PITTSBURGH
City

PENNSYLVANIA
State/Country

15219
Zip Code

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization NEVADA

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.)

01/03/2002 TDIAZ1 00000213 1447952

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
25.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 2416 FRAME: 0979

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="1,447,952"/>	<input type="text" value="1,919,027"/>	<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

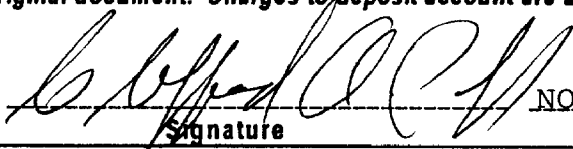
Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

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.

CLIFFORD A. POFF
Name of Person Signing



Signature

NOVEMBER 12, 2001
Date Signed

ASSIGNMENT OF TRADEMARKS

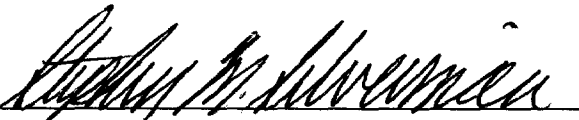
This Assignment is made as of November 4, 1997 between Help Ur Self, Inc., a Pennsylvania corporation ("Assignor"), and Sweets From Heaven U.S.A., L.P., a Nevada limited partnership having its principal business address at 1830 Forbes Avenue, Pittsburgh, Pennsylvania 15219 ("Assignee").

Assignor has adopted and is using in its business the following trademarks (the "Trademarks") for which registration has been granted by the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HELP-UR-SELF	1,447,952	July 14, 1987
ICKY, STICKY & GOO	1,919,027	September 12, 1995

Assignee wishes to acquire the Trademarks and their registrations. Therefore, for the sum of One Dollar and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademarks and the registrations thereof, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and their registrations.

HELP UR SELF, INC.

By: 

Name: Stephen M. Silverman
Title: President

COMMONWEALTH OF PENNSYLVANIA)
) SS:
COUNTY OF ALLEGHENY)

Before me, a Notary Public in and for said County and State, personally appeared Stephen M. Silverman, President of Help Ur Self, Inc., known to be or satisfactorily proven to be the person and officer whose name was subscribed to the within Assignment of Trademarks, and acknowledged that he executed the same on behalf of Help Ur Self, Inc. as his voluntary act and deed for the purposes and consideration therein expressed and in the capacity therein given.

Therefore, I have set my hand and affixed my official seal on Nov. 4, 1997.

Ann Michele Beardsley
NOTARY PUBLIC

(SEAL)

Notarial Seal
Ann Michele Beardsley, Notary Public
Pittsburgh, Allegheny County
My Commission Expires July 3, 1999

Member, Pennsylvania Association of Notaries