

09-09-2002



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

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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): Executive Leadership Group, Inc. 12265 West Bayaud Avenue, Suite 110 Lakewood, Colorado 80228

- Individual(s) Association General Partnership Limited Partnership Corporation-State - Colorado Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

Execution Date: July 24, 2002

2. Name and address of receiving party(ies) Name: SPL WorldGroup B.V. Internal Address: Street Address: 75 Hawthorne Plaza, 20th Floor City: San Francisco State: California Zip: 94105

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State

Other - a private, limited liability company organized under the laws of the Netherlands

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

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/888,763

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: R.J. Heher, Esq. Internal Address: Fenwick & West LLP Street Address: Two Palo Alto Square City: Palo Alto State: CA Zip: 94306

6. Total number of applications and registrations involved: 1

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 postal account)

FINANCE SECTION 2002 AUG 28 AM 9:11

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.

R. J. Heher, Esq. Name of Person Signing

R. J. Heher Signature

8/27/02 Date

Total number of pages including cover sheet, attachments, and document: 4

09/06/2002 DBYRNE 00000193 75888763 40.00 DP

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

21303/00070/DOCS/1291009.1

TRADEMARK REEL: 002577 FRAME: 0303

TRADEMARK ASSIGNMENT

WHEREAS, Executive Leadership Group, Inc., a Colorado corporation having its principal place of business at 12265 West Bayaud Avenue, Suite 110, Lakewood, Colorado 80228 ("Assignor"), is the owner of the "TRANSFORMANCE" trademark, including the following trademark application in the United States Patent and Trademark Office:

Trademark	App. Serial No.	Filing Date
TRANSFORMANCE	75/888,763	January 5, 2000

WHEREAS, SPL WorldGroup B.V., a limited liability company organized under the laws of the Netherlands, having its principal place of business at 75 Hawthorne Plaza, 20th Floor, San Francisco, California 94105 ("Assignee"), is desirous of acquiring the "TRANSFORMANCE" trademark, including the above trademark application.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign unto Assignee, all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to said trademark, including the above trademark application, together with the goodwill of the business symbolized by said trademark and application thereof.

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EXECUTIVE LEADERSHIP GROUP, INC.

Date: 7-24-02

By: [Signature]

Name: WENDI PECK

Title: CEO

SPL WORLDGROUP B.V.

Date: July 8, 2002

By: [Signature]

Name: Richard V. Zolezzi

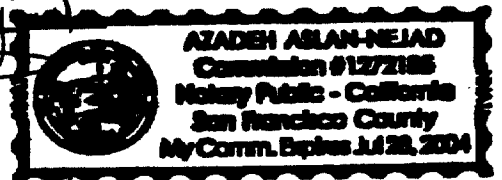
Title: Jr. V.P.

State of California
County of San Francisco

On this 8th day of July, 2002, before me, Azadeh Aslan Nejad, a Notary Public in and for the State of California, personally appeared RICHARD VICTOR ZOLEZZI, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Azadeh Aslan Nejad
Notary Public



State of Colorado
County of Jefferson

On this 24th day of July, 2002, before me, Leah Miskal, a Notary Public in and for the State of Colorado, personally appeared Wendi Peck, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Leah Miskal
Notary Public

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: SPL WorldGroup B.V.
(by assignment from Executive Leadership Group, Inc.)
Serial No.: 75/888,763
Mark: TRANSFORMANCE
Class: Int. Class 35
Filed : January 5, 2000

CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8
Date of Deposit <u>August 28, 2002</u>
I hereby certify that this paper or fee is being deposited with the United States Postal Service on the date indicated above with sufficient postage as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Dr., Arlington, Virginia 22202-3513
<u>Juan Brennan Dilliffe</u>
(Type or Print Name of Person Signing Certificate)
<u>Juan Brennan Dilliffe</u>
Signature

BOX NO FEE
Commissioner of Trademarks
2900 CRYSTAL DRIVE
ARLINGTON, VIRGINIA 22202-3513

DESIGNATION OF DOMESTIC REPRESENTATIVE

Madam:
R. J. Heher, Esq. of the law firm of Fenwick & West LLP, Two Palo Alto Square, Palo Alto, California 94306, (650) 494-0600, or email to trademark@fenwick.com, is designated as domestic representative upon whom may be served notices or process in proceedings affecting this mark.

SPL WorldGroup B.V.

Dated: Aug. 19, 2002

[Signature]
Name: Richard N. Zolazzi
Title: SVP General Counsel

21303/00070/DOCS/1291020.1