

Form PTO-1594
(Rev. 10/02)
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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):
JEFFERY A. OLSON
 11311 19TH AVENUE S.E.
 EVERETT WA 98202

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: **PURCHASE** State: **NY** Zip: **10577**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **NEW YORK**
 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: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

Additional number(s) attached Yes No

B. Trademark Registration No.(s) **2,496,739**

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **PEPSICO, INC.**
 Internal Address: **C/O ELIZABETH N. BILUS**

Street Address: **700 ANDERSON HILL ROAD**

City: **PURCHASE** State: **NY** Zip: **10577**

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ **40.00**

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
161330 (AUTHORIZED BY LORI BARNETT)

DO NOT USE THIS SPACE

9. Signature.

ELIZABETH N. BILUS *Elizabeth N. Bilus* **4-29-03**
 Name of Person Signing Signature Date

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

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

ASSIGNMENT

11311 19th Ave S.E

A-307

J.O

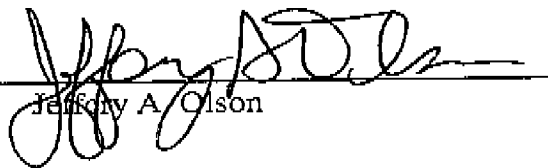
WHEREAS, Jeffery A. Olson, a U.S. individual residing at ~~11311~~ 19th Avenue, S.E., Everett, WA 98202 ("Assignor"), is the registered owner of the following trademark (the "Mark") now registered in the United States Patent and Trademark Office:

| Trademark | Registration Number | Registration Date |
|------------|---------------------|-------------------|
| GOOD TO GO | 2,496,739 | October 9, 2001 |

WHEREAS, KELLY PIONEER GROUP, INC., a corporation organized and existing under the laws of the state of New York, with offices at 756 River Road, Fair Haven, New Jersey 07704 on behalf of its principal, ("Assignee"), is desirous of acquiring the Mark and registration together with its goodwill.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the above-named registration therefor, and with all claims arising out of or relating to the use or ownership of the Mark.

By:


Jeffery A. Olson

Dated: 9-16-02