

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies): Gibraltar Marketing, Ltd.

- 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: Ericson Publishing, Inc. Internal Address: Street Address: 1650 A Gum Branch Road City: Jacksonville State: NC Zip: 28540

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State North Carolina, 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: 8/19/2003

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,973,538

Additional number(s) attached Yes No

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

Name: Marcia A. Auberber Internal Address: Venable LLP P.O. Box 34385 Street Address: City: Washington State: DC Zip: 20043-9998

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:

22-0261 - - - Atty. Ref. No.: 28220-189241

DO NOT USE THIS SPACE

9. Signature.

Marcia A. Auberger Name of Person Signing

Signature

8/26/03

Date

Total number of pages including cover sheet, attachments, and document: 2

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

A S S I G N M E N T

WHEREAS, Gibraltar Marketing, Ltd. (hereinafter "Assignor"), a corporation organized under the laws of North Carolina, having its offices and principal place of business at 1650 A Gum Branch Road, Jacksonville, North Carolina 28540, is the owner of the following United States Trademark Registrations:

Registration No. 1,973,538


and of the trademarks shown in said registrations, and of the goodwill of the business symbolized by said marks;

AND WHEREAS, Ericson Publishing, Inc. (hereinafter "Assignee"), a corporation organized under the laws of North Carolina, having its offices and principal place of business at 1650 A Gum Branch Road, Jacksonville, North Carolina 28540, is desirous of acquiring the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in said registrations, the goodwill of the business symbolized by said marks, and the right to conduct business in the United States under the marks;

NOW THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in the said registrations together with the goodwill of the business symbolized by said marks, the right to sue for past infringement, and the right to conduct business under said trademarks.

Done, this 19th day of August, 2003.

GIBRALTER MARKETING, LTD.

By: 
Name: Terrence J. Leifheit
Title: Pres. & CEO