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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):
Regal Ware, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: 4/21/03

2. Name and address of receiving party(ies)

Name: Advanced Marketing Int'l., Inc.

Internal Address: _____

Street Address: 4129 Bennett Drive

City: Mount Dora State: FL Zip: 32757

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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 607,542;

1,037,889; 1,660,860

Additional number(s) attached Yes No

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

Name: Lori T. Milvain

Internal Address: Gronek & Latham, LLP

Street Address: 390 North Orange Avenue

Suite 600

City: Orlando State: FL Zip: 32801

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Lori T. Milvain
Name of Person Signing

Lori T. Milvain
Signature

April 24, 2003
Date

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

04/28/2003 BTOM11 00000072 307542

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

01 FC:8521 40.00 OP
02 FC:8522 50.00 OP

TRADEMARK
REEL: 002718 FRAME: 0991

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COMMERCIAL DIV

TRADEMARK ASSIGNMENT

WHEREAS, West Bend, a division of Regal Ware, Inc., a Delaware corporation, having its principal place of business at 1675 Reigle Drive, Kewaskum, Wisconsin, 53040 ("Regal"), has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
LUSTRE CRAFT (stylized)	607,542	June 21, 1955
LUSTRE CRAFT (stylized)	1,037,889	April 13, 1976
KITCHEN CRAFT	1,660,860	October 15, 1991

WHEREAS, Advanced Marketing Int'l, Inc., an Illinois corporation, of 4129 Bennett Drive, Mt. Dora, Florida 32757, is desirous of acquiring said registered trademarks,

NOW THEREFORE, in consideration of the sum of Fifty Dollars (\$50.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Regal hereby assigns to Advanced Marketing Int'l, Inc. all right, title and interest in the United States in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed at Kewaskum, WI this 21ST day of April, 2003.

West Bend, a division of Regal Ware, Inc.

By: David R. Beine
VICE PRESIDENT & GENERAL COUNSEL

STATE OF Wisconsin
COUNTY OF Washington

Sworn to and subscribed before me this 21 day of April, 2003, by DAVID R. BEINE of Regal Ware, Inc., who is personally known to me, or who has produced _____ as identification and who did take an oath.

Doreen J. Bendrick
Notary Public

(SEAL)