



TO THE ASSISTANT COMMISSIONER OF PATENT

102471702

d original documents or copy thereof.

1. Name of conveying party: 6-10-03

Laguna Coast Publishing, Inc., a California corporation

- Individual
- 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:

**Name:** The Trustee of The J & D Lewis Living Trust, a California trust, the sole trustee being Debbie Lewis, a U.S. citizen.

**Street Address:** 1370 Brea Blvd., Suite 240  
**City:** Fullerton **State:** California **ZIP:** 92835

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State
- Other: Trust

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) and address(es) attached?  
 Yes  No

3. Nature of conveyance:

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

Execution Date: February 17, 2003

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

a. Trademark Application No(s):

b. Trademark Registration No(s): 2,334,220

Additional numbers attached?  Yes  No

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

**Name:** Susan M. Natland  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
Customer No. 20,995

**Street Address:** 2040 Main Street  
**Internal Address:** Fourteenth Floor  
**City:** Irvine **State:** CA **ZIP:** 92614  
**Attorney's Docket No.:** HOTRO.002T

7. Total fee (37 CFR 1.21(h)): \$40

Enclosed

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and registrations involved:  
One (1)

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.

Susan M. Natland  
Name of Person Signing

Signature

Date

6/6/03

Total number of pages including cover sheet, attachments and document: Three (3)

Mail documents to be recorded with required cover sheet information to:

06/11/2003 ECOOPER 00000210 2334220

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Mail Stop Assignment Recordation Services  
Director, U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

FINANCE SECTION  
M 8 05

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is by and between Laguna Coast Publishing, Inc., a California corporation, having a place of business at 31700 South Coast Highway, South Laguna, California 92677 (hereinafter referred to as "ASSIGNOR"), and The J & D Lewis Living Trust, a California trust, the sole trustee being Debbie Lewis, a U.S. citizen, acting on behalf of the deceased James Lewis, having a place of business at 1370 Brea Blvd., Suite 240, Fullerton, CA 92835 (the deceased James Lewis and The J & D Lewis Living Trust are collectively hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and used and was, to the best of its knowledge and belief, the owner of the trademark HOTROD & PERFORMANCE and Design as depicted in Exhibit A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as "Trademark");

WHEREAS, ASSIGNOR acquired goodwill associated with and symbolized by said Trademark and did not abandon the same;

WHEREAS, ASSIGNOR is the owner of federal Trademark Registration No. 2,334,220 for the mark HOTROD & PERFORMANCE and Design, as depicted in Exhibit A, attached hereto and incorporated herein by this reference, which issued on March 28, 2000 in connection with services in Class 35 (hereinafter referred to as "Registration");

WHEREAS, ASSIGNOR has previously assigned to ASSIGNEE its entire interest in the Hot Rod Partnership, a California general partnership, in a separate agreement effective June 30, 2001;

WHEREAS, ASSIGNEE desired and does desire to acquire all rights, title, and interest in and to the Trademark and Registration; and

WHEREAS, this Agreement confirms that the assignment from ASSIGNOR to ASSIGNEE on June 30, 2001 included the transfer of the Trademark and Registration from ASSIGNOR to ASSIGNEE;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby confirms that it did assign and hereby does assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may have possessed or does possess in and to the Trademark and Registration, together with the goodwill symbolized by said Trademark and Registration.

Executed at South Laguna, California, this 17 day of FEBRUARY, 2003.

Laguna Coast Publishing, Inc.  
a California corporation, having a place of business at 31760 South Coast Highway, South Laguna, California 92677

By:   
Steven Lewis, President

Executed at Fullerton, California, this 18 day of Feb, 2003.

The Trustee of the J & D Lewis Living Trust, a California trust, the sole trustee being Debbie Lewis, a U.S. citizen, having a place of business at 1370 Brea Boulevard, Suite 240, Fullerton, California 92835

By:   
Debbie Lewis, Trustee



EXHIBIT "A"