

**TRADEMARK ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
O.G.R. Service Corporation		01/23/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	International Order of the Golden Rule
Street Address:	13523 Lakefront Drive
City:	Bridgeton
State/Country:	MISSOURI
Postal Code:	63045
Entity Type:	CORPORATION: MISSOURI

PROPERTY NUMBERS Total: 9		
Property Type	Number	Word Mark
Registration Number:	2442479	THE INDEPENDENT
Registration Number:	814187	SERVICE MEASURED NOT BY GOLD BUT BY THE GOLDEN RULE
Registration Number:	2329561	INTERNATIONAL ORDER OF THE GOLDEN RULE
Registration Number:	2329562	INTERNATIONAL ORDER OF THE GOLDEN RULE
Registration Number:	2322973	DEATH CARE WORLD EXPO
Registration Number:	2547549	WE'D RATHER NOT MEET THIS WAY
Registration Number:	2329553	THE RULE YOU KNOW, THE PEOPLE YOU TRUST
Registration Number:	2329559	INTERNATIONAL ORDER OF THE GOLDEN RULE
Registration Number:	2366139	THE RULE YOU KNOW, THE PEOPLE YOU TRUST

CORRESPONDENCE DATA	
Fax Number:	(314)345-6060
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	tfragale@blackwellsanders.com
Correspondent Name:	Carol J. Hamilton
Address Line 1:	720 Olive Street

OP \$240.00 2442479

Address Line 2: 24th Floor  
Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER: 716993.83

NAME OF SUBMITTER: Toni Fragale

Total Attachments: 3  
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## ASSIGNMENT

THIS ASSIGNMENT is made and entered into this 23 day of January, 2004 ("Effective Date") by and between O.G.R. SERVICE CORPORATION, a Delaware corporation ("Assignor"), and INTERNATIONAL ORDER OF THE GOLDEN RULE, a Missouri not-for-profit corporation ("Assignee").

WHEREAS, Assignor is the owner of all rights in certain trademarks, trademark registrations, trade names and applications for registration which are described in detail in Schedule A, attached hereto (collectively, the "Marks"); and

WHEREAS, Assignee is desirous of obtaining the entire right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used, for the United States and for all foreign countries in which the Marks are used, including all registrations and applications therefore as well as registrations which may subsequently issue from said applications, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, together with all income, royalties, damages or payments due or payable as of the effective date or thereafter including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and

enjoyment of its successors, assigns or other legal representatives. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to register trademarks, to record Assignee as the assignee and owner of the Marks. Assignor hereby covenants and agrees that it will do everything reasonably possible to aid the Assignee, its successors, legal representatives, and assigns, in obtaining any additional trademark protection that Assignee may deem appropriate in all countries in which the Marks are registered or used and in the implementation and perfection of this Trademark Assignment.

IN TESTIMONY WHEREOF, the undersigned have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized this 23 day of January, 2004.

O.G.R. Services Corporation  
"ASSIGNOR"

By:



(Signature)

Name:

William A. Edmunds

Position:

Executive Director

International Order of the Golden Rule  
"ASSIGNEE"

By:



(Signature)

Name:

William A. Edmunds

Position:

Executive Director

Schedule A

<i>Mark</i>	<i>App / Reg No.</i>
THE INDEPENDENT	2442479
SERVICE MEASURED NOT BY GOLD BUT BY THE GOLDEN RULE	814187
INTERNATIONAL ORDER OF THE GOLDEN RULE	2329561
INTERNATIONAL ORDER OF THE GOLDEN RULE	2329562
DEATH CARE WORLD EXPO	2322973
WE'D RATHER NOT MEET THIS WAY	2547549
THE RULE YOU KNOW, THE PEOPLE YOU TRUST	2329553
INTERNATIONAL ORDER OF THE GOLDEN RULE	2329559
THE RULE YOU KNOW, THE PEOPLE YOU TRUST	2366139