

1/20/04

01-23-2004



102653119

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
Tab settings

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):

Gary L. Kruse

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

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

3. Nature of conveyance:

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

Execution Date: 1/13/2004

2. Name and address of receiving party(ies)

Name: Equity Consultants, Inc.

Internal

Address:

Street Address: 302 S. Locust St.

City: Glenwood State: IA Zip: 51534

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

2,685,008      2,627,035  
2,627,036

Additional number(s) attached  Yes  No

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

Name: Roberta L. Christensen

Internal Address: Koley Jessen P.C.

Street Address: One Pacific Place, #800

1125 South 103 Street

City: Omaha State: NE Zip: 68124

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:

50-0771

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Roberta L. Christensen

1-17-04

Name of Person Signing

Signature

Date

01/22/2004 E000PER 00000355 2685008

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

01 FC:0021  
02 FC:0022

40.00 DP  
50.00 DP

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

TRADEMARK  
REEL: 002901 FRAME: 0084

**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is made and entered into by GARY L. KRUSE, an individual ("Assignor"), having an address of 302 South Locust Street, Glenwood, Iowa 51534, in favor of EQUITY CONSULTANTS, INC. an Iowa corporation ("Assignee"), having an address of 302 South Locust Street, Glenwood, Iowa 51534.

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit "A" attached hereto (the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the registrations therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademarks in any and all countries.

Effective as of 1/13/04, 2004.

*Gary L. Kruse*  
GARY L. KRUSE  
Assignor

State of Iowa )  
County of Mills ) ss.

Before me personally appeared said Gary Kruse and acknowledged the foregoing instrument to be his free act and deed this 13 day of January, 2004.

*Marilyn K. Comer*  
Notary Public



**EXHIBIT "A"**  
**TRADEMARKS**

<b>MARK</b>	<b>REG. NO.</b>
EQUITY MANAGER	2,685,008
ONLINEQUITY	2,627,036
WEB EQUITY MANAGER	2,627,035