

In the United States Patent and Trademark Office

Registrant: Michael L. Van Horn dba American Traders West

Title: "Pik Stik"

Registration No.: 1,885,837

Assignment of Trademark

This Assignment of Trademark is made, executed and delivered by Michael L. Van Horn ("Assignor") to Reid Industries, LLC, a California limited liability company ("Assignee") as of the date set forth below pursuant to an Amended and Restated Agreement for Purchase and Sale of Assets, Escrow Instructions and Earnest Money Receipt entered into between Assignor and Assignee as of March 10, 2004 (the "Agreement").

WHEREAS, the undersigned, hereinafter referred to as Assignor, has adopted, used and is using the trademark "Pik Stik" which is the subject of U.S. Trademark Registration No.: 1,885,837, dated: 3/28/95; and

WHEREAS, pursuant to the Agreement, Assignor has agreed to sell, assign, transfer, convey and deliver, and Assignee has agreed to purchase, among other things, all of Assignor's right, title and interest in the foregoing trademark, including without limitation all designs associated therewith, all translations and foreign language equivalents of the foregoing, all combinations of the foregoing, and all common law rights in, to and under the foregoing (collectively, the "Trademark"), together with the goodwill of the business represented and symbolized by the Trademark (the "Goodwill");

NOW, THEREFORE, for good and valuable consideration as set forth in the Agreement, the receipt of which is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee, and its successors in interest, all worldwide right, title and interest in and to the Trademark (to the extent that Assignor owns such rights on a worldwide basis), together with and including (a) the Goodwill, (b) all extensions and renewals of any registrations of the Trademark, (c) all rights to register, renew, protect and defend the Trademark, including the right to sue and bring claims for and collect, for Assignee's own use, damages and any other legal or equitable remedy by reason of past, present and future infringement, dilution, or other violation of the Trademark, (d) all rights to any other claims arising out of or relating to the use or ownership of the Trademark, and (e) all other rights corresponding to the Trademark throughout the world.

Assignor further authorizes Assignee and the Commissioner of Patents and Trademarks of the United States, and any official or agency of any foreign country or countries whose duty it is to record

