

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| Straight Pride, Inc. | | 06/10/2004 | California: |

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|----------------------|-----------------------------------|
| RECEIVING PARTY DATA | |
| Name: | Shell Trademark Management B.V. |
| Street Address: | Carel van Bylandtlaan 30, 2596 HR |
| City: | The Hague |
| State/Country: | NETHERLANDS |
| Entity Type: | CORPORATION: NETHERLANDS |

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|---------------------------|---------|-----------|
| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2469977 | |

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| CORRESPONDENCE DATA | |
| Fax Number: | (713)241-6617 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 713-241-2698 |
| Email: | ipptomail@shell.com |
| Correspondent Name: | Kimbley L. Muller |
| Address Line 1: | 910 Louisiana OSP 4794 |
| Address Line 4: | Houston, TEXAS 77002 |

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| ATTORNEY DOCKET NUMBER: | TM 1644 |
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|-------------------------|------------------------|
| DOMESTIC REPRESENTATIVE | |
| Name: | Kimbley L. Muller |
| Address Line 1: | 910 Louisiana OSP 4794 |
| Address Line 4: | Houston, TEXAS 77002 |

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|--------------------|---------------|
| NAME OF SUBMITTER: | Nancye Gorman |
|--------------------|---------------|

CH \$40.00 2469977

Total Attachments: 1
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November 3, 2004

I write to you on behalf of Infineum USA LP, the owner of the following mark:



A recent audit by our company of the United States Patent and Trademark Office's records shows an assignment of this mark, Registration No. 2469977, from you to the Straight Pride corporation. As this mark is not registered to you, nor do you have any rights to the mark, we demand an immediate explanation of your action. We will also be contacting the USPTO Assignment Division to correct this misdeed immediately.

This letter also serves as notice to Straight Pride, Inc. that your company holds an invalid, and therefore null and void, claim to this mark.

Sincerely,

Kimbley L. Muller
Senior Counsel

ENCLOSURES