Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Chung Incorporated		02/21/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Chung Inc.	
Doing Business As:	DBA Superior Trading Company	
Street Address:	837 Washington Street	
City:	San Francisco	
State/Country:	CALIFORNIA	
Postal Code:	94108	
Entity Type:	CORPORATION: CALIFORNIA	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	990011	SUPERIOR

CORRESPONDENCE DATA

Fax Number: (206)224-0779

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

206.682.8100 Phone: Email: efiling@cojk.com Correspondent Name: Faye L. Tomlinson

Address Line 1: 1420 Fifth Avenue, Suite 2800

Address Line 4: Seattle, WASHINGTON 98101-2347

NAME OF SUBMITTER:	Faye L. Tomlinson
Signature:	/Faye L. Tomlinson/
Date:	03/01/2005

Total Attachments: 1

900020539

TRADEMARK **REEL: 003036 FRAME: 0896**

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TRADEMARK REEL: 003036 FRAME: 0897

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Chung Incorporated, a California corporation, having the business address of 837 Washington Street, San Francisco, California 94108 (hereinafter the "Assignor"), adopted and used the mark SUPERIOR AND DESIGN which was registered in the United States Patent and Trademark Office, Registration No. 990,011 dated August 6, 1974; and

WHEREAS, Chung Inc. d/b/a Superior Trading Company, a California corporation, having the business address of 837 Washington Street, San Francisco, California 94108 (hereinafter the "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in said trademark and said registration, together with the goodwill of the business associated with the trademark.

Executed at San Francisco, California, this 2/ day of February, 2005.

Chung Incorporated

By: Michael A. Chung

Title: President

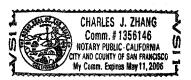
STATE OF CALIFORNIA)

)

COUNTY OF SAN FRANCISCO

On this 21st day of February, 2005, personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that **he/she** signed the same as **his/her** free and voluntary act and deed, for the uses and purposes therein mentioned.

FLT:BJL



Notary Public

My commission expires

May 11, 2006

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESSPLLE
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682 8100

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TRADEMARK REEL: 003036 FRAME: 0898