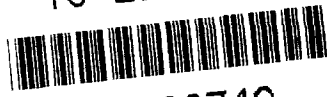


10-27-2004

RECORDED  
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10/25/04

To the Director of the U. S. Patent and Trademark Office, please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**  
 Plymouth Rock Foundation

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

Citizenship (see guidelines) Massachusetts  
 Execution Date(s) Sept. 30, 2004  
 Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  
 Additional names, addresses, or citizenship attached?  No

Name: Christian Heritage Week Ministry, Inc.  
 Internal  
 Address: \_\_\_\_\_  
 Street Address: P.O. Box 382  
 City: White Sulphur Springs  
 State: West Virginia  
 Country: United States Zip: 24986

Association Citizenship \_\_\_\_\_  
 General Partnership Citizenship \_\_\_\_\_  
 Limited Partnership Citizenship \_\_\_\_\_  
 Corporation Citizenship West Virginia  
 Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**3. Nature of conveyance:**

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) 75/207,824  
 B. Trademark Registration No.(s) \_\_\_\_\_

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

Mark: "AMERICA'S CHRISTIAN HERITAGE WEEK MINISTRY"

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

Name: Neil F. Markva  
 Internal Address: \_\_\_\_\_  
 Street Address: 8322-A Traford Lane  
 City: Springfield  
 State: Virginia Zip: 22152  
 Phone Number: (703)644-5000  
 Fax Number: (703)644-5755  
 Email Address: nmarkva@msn.com

**6. Total number of applications and registrations involved:** 1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00**

Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
 Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_  
 Authorized User Name \_\_\_\_\_

**9. Signature:** Neil F. Markva Oct. 22, 2004  
 Signature Date

10/26/2004 DBYRNE 00000054 75207824  
 01 FC: 521 Neil F. Markva 40.00 OP  
 Name of Person Signing Total number of pages including cover sheet, attachments, and document: 1

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Docket No.: 204-003

ASSIGNMENT

WHEREAS, Christian Heritage Week Ministry, Inc., having an address of P.O. Box 382, White Sulphur Springs, West Virginia 24986, has adopted, used and is using the mark AMERICA'S CHRISTIAN HERITAGE WEEK MINISTRY, for which it has filed on December 4, 1996 an application Serial No. 75/207,824 in the United States Patent and Trademark Office;

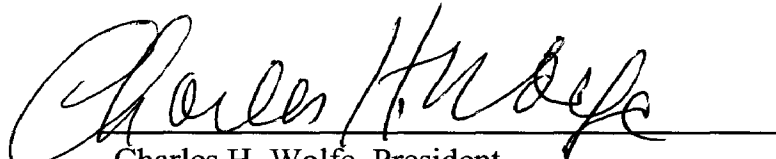
WHEREAS, Plymouth Rock Foundation, having a principal place of business at 1120 Long Pond Road, Plymouth, Massachusetts 02360, acquired said mark from Christian Heritage Week Ministry, Inc. effective January 1, 1997, the application for registration thereof, and the goodwill of the business symbolized by the mark;

Christian Heritage Week Ministry, Inc. is desirous of reacquiring said mark, the application for registration thereof, and the goodwill of the business symbolized by the mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Plymouth Rock Foundation does hereby assign unto Christian Heritage Week Ministry, Inc. all rights, title and interest in and to the mark AMERICA'S CHRISTIAN HERITAGE WEEK MINISTRY, together with the goodwill of the business symbolized by said mark, and the U.S. Application Serial No. 75/207,824.

IN WITNESS WHEREOF, the undersigned have caused this assignment to be effective as of February 2004.

Sept. 30, 2004  
Date

  
\_\_\_\_\_  
Charles H. Wolfe, President  
Plymouth Rock Foundation