

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):**

Daniel W. Block

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

Citizenship (see guidelines) US

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) July 28, 2007

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: D. W. Block, Associates, LLC

Internal

Address: \_\_\_\_\_

Street Address: 800 N.W. Sixth Avenue, #312

City: Portland

State: Oregon

Country: US      Zip: 97209

- Association      Citizenship \_\_\_\_\_
- General Partnership      Citizenship \_\_\_\_\_
- Limited Partnership      Citizenship \_\_\_\_\_
- Corporation      Citizenship \_\_\_\_\_
- Other Company      Citizenship Oregon

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)

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

A. Trademark Application No.(s)

77/011,003

B. Trademark Registration No.(s)

2,744,269, 2,748,584, 3,194,734

Additional sheet(s) attached?  Yes  No

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

THE MEAT & POTATOES ROUTE, STRENGTHEN THE BUSINESS IN YOUR AGRIBUSINESS,  
MEAT & POTATOES, SENIOR MANAGER FOCUS

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

Name: David S. D'Ascenzo

Internal Address: Kolisch Hartwell, P.C.

Street Address: 520 S.W. Yamhill Street, Suite 200

City: Portland

State: Oregon      Zip: 97204

Phone Number: (503) 224-6655

Fax Number: (503) 295-6679

Email Address: david@khpatent.com

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

4

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 160.00**

- 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 11-1540

Authorized User Name Kolisch Hartwell, PC

**9. Signature:**



Signature

David S. D'Ascenzo

Name of Person Signing

September 24, 2007

Date

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

2

CH \$115.00 111540 77011003

**ASSIGNMENT**

WHEREAS, Daniel W. Block, an individual residing in Oregon and doing business as D.W. Block, Associates, owns rights to various trademarks and copyrights. These trademarks are collectively referred to herein as the Block Trademarks and include U.S. Trademark Reg. No. 2,744,269 of the mark STRENGTHEN THE BUSINESS IN YOUR AGRIBUSINESS, U.S. Trademark Reg. No. 2,748,584 of the mark MEAT & POTATOES, U.S. Trademark Reg. No. 3,194,734 of the mark SENIOR MANAGER FOCUS, U.S. Trademark Application Serial No. 77/011,003 of the mark THE MEAT & POTATOES ROUTE, Canadian Trademark Reg. No. TMA588,858 of the mark SENIOR MANAGER FOCUS, Canadian Trademark Reg. No. TMA589,206 of the mark MEAT & POTATOES, and Canadian Trademark Reg. No. TMA634,089 of the mark STRENGTHEN THE BUSINESS IN YOUR AGRIBUSINESS, as well as any and all related common law trademark rights owned by Daniel W. Block. These copyrights are collectively referred to herein as the Block Copyrights and include U.S. Copyright Registration Nos. TX 6-023-453, TX 6-070-030, TX 6-487-214, TX 6-498-404, and TX 6-565-037, as well as any and all corresponding foreign copyrights and any and all unregistered U.S. copyrights owned by Daniel W. Block.

WHEREAS, D.W. Block Associates, LLC, an Oregon limited liability company, is desirous of acquiring all rights to the Block Copyrights, the Block Trademarks, and the goodwill of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Daniel W. Block hereby assigns and agrees to assign to D.W. Block Associates, LLC, all right, title, and interest in the Block Copyrights, the Block Trademarks, and the goodwill of his business associated with the use of and symbolized by the Block Trademarks. The Effective Date of this Assignment is the date of last signature below.

**DANIEL W. BLOCK**

Signed: \_\_\_\_\_

By: Daniel W. Block

Date: 7/28/07

**D.W. BLOCK ASSOCIATES, LLC**

Signed: \_\_\_\_\_

By: Daniel W. Block, Member

Date: 7/28/07