

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Coast Retreaders , Inc.		01/23/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	NEW PRIDE CORPORATION		
Street Address:	2757 East Del Amo Boulevard		
City:	Compton		
State/Country:	CALIFORNIA		
Postal Code:	90221-6005		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2582437	NEW PRIDE	
CORRESPONDENCE DATA			
Fax Number:	(310)631-7960		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3106317000		
Email:	tkim@pcr-ims.com		
Correspondent Name:	New Pride Corporation		
Address Line 1:	2757 E. Del Amo Blvd		
Address Line 4:	Rancho Dominguez, CALIFORNIA 90221-6005		
NAME OF SUBMITTER:	Thomas Kim		
Signature:	/Thomas Kim/		
Date:	10/17/2007		
Total Attachments: 0			

OP \$40.00 2582437

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