

02-22-1999



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

MRP 2-18-99

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
 06 18 98

Name  Western Town, L.L.C.

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other  Limited Liability Company
- Citizenship/State of Incorporation/Organization  Arizona

Receiving Party

Mark if additional names of receiving parties attached

Name  Pinnacle Rawhide, L.L.C.

DBA/AKA/TA

Composed of

Address (line 1)  23733 North Scottsdale Road

Address (line 2)

Address (line 3)  Scottsdale  Arizona  85255  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other  Limited Liability Corporation
- Citizenship/State of Incorporation/Organization  Arizona

FOR OFFICE USE ONLY

02/19/1999 JSHABAZZ 00000276 1167730

01 FC:481 40.00 OP  
02 FC:482 50.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1857 FRAME: 0189

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1167730"/>	<input type="text" value="1169697"/>	<input type="text" value="2029573"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Glenn S. Bacal

Name of Person Signing

[Signature]

Signature

2/12/99

Date Signed

**ASSIGNMENT OF SERVICE MARK**

This assignment is dated to be effective as of June 18, 1998, and is from WESTERN TOWN, L.L.C., an Arizona limited liability company ("Western Town") to PINNACLE RAWHIDE, L.L.C., an Arizona limited liability company ("Pinnacle Rawhide") partially owned by Western Town.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Western Town hereby assigns and transfers to Pinnacle Rawhide all right, title and interest in the United States and in its territories in the RAWHIDE trade name, corporate name, trademark and service mark along with the associated goodwill, the right to sue for past, present and future infringements, and all registrations and pending applications for RAWHIDE, including, without limitation, those listed in Schedule A attached hereto.

ASSIGNOR:

WESTERN TOWN, L.L.C.,  
an Arizona limited liability company  
By: Hirsch General Corporation  
Its: Managing Member  
By: J. Jerome Hirsch, President

ACCEPTED:

PINNACLE RAWHIDE, L.L.C.,  
An Arizona limited liability company  
By: James E. Acridge  
James E. Acridge, Manager of Pinnacle  
Rodeo, L.L.C., an Arizona limited  
liability company  
Its: Manager

# SCHEDULE A

## Federal Registrations for Rawhide Owned by Western Town, L.L.C.

Registration Number	Mark	Class
(1) 1,167,730	Rawhide	41
(2) 1,169,697	Rawhide	42
(3) 2,029,573	Rawhide	41 & 42

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