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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



09-14-1999

101149003

To U.S. Patent & TMO/c/TM Mail Rcpt Dt. #64 Patent an. 101149003 Please record the attached original documents or copy thereof.

1. Name of conveying party:
Shay Lee Corporation

mpo
9-14-99

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

Laci Le Beau Corporation
P.O. Box 4676
Fresno, CA 93744

D

- Individual(s)
- General Partnership
- Corporation-State of California
- Other _____
- Association
- Limited Partnership

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State California
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

Domestic representative is attached: Yes No
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: September 17, 1998

4. (A.) Trademark Application No.(s)

4. (B.) Trademark Registration No.(s)

1,688,708

Additional numbers attached? Yes No

5. Correspondence should be mailed to:

LAWRENCE E. ABELMAN
ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017-5612

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

"Express Mail" No: EJ620991102US
Date of Deposit: September 14, 1999
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above and is addressed to the Assistant Commissioner of Trademarks, Arlington, VA 22202-3513

LAWRENCE E. ABELMAN
(Name of person mailing paper or fee)

(Signature of person mailing paper or fee)

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
(The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)

Authorized to be charged to deposit account
Deposit account number: 01-0035
(Attach duplicate copy of this page if paying by deposit account)

09/20/1999 MTRALI 00000275 1688708

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8. 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.

LAWRENCE E. ABELMAN
Name of Person Signing

Lawrence E. Abelman
Signature

9-14-99
Date

Total number of pages comprising cover sheet:

TRADEMARK

REEL: 001961 FRAME: 0075

NUNC PRO TUNC ASSIGNMENT


WHEREAS, Shay Lee Corporation, a company organized and existing under the laws of the State of California with an office at 5533 W. San Madele Avenue, Suite 106, Fresno, California 93722, (hereinafter called the ASSIGNOR) had adopted and used the following trademark registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date Registered</u>
DIET NOW	1,688,708	May 26, 1992

AND WHEREAS, Laci Le Beau Corporation, a company organized and existing under the laws of the State of California, with a business address at P.O. Box 4676, Fresno, California (hereinafter called the ASSIGNEE) was desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof:

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR hereby confirms that it did sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, with effect since September 17, 1998 all of its right, title and interest in and to the said trademark and trademark registration, including the benefits of all use which had occurred with respect to said mark, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 17th day of Aug., 1999.

(By) 
Shay Lee Corporation

(Title) PRESIDENT