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101790317

original documents or copy thereof.

1. Name of conveying party(ies):

Ferrell Reed LTD.

7-19-01

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

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

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

Name: Firststar Bank, N.A.

Internal Address:

Street Address: 8820 Ladue

City: St. Louis State: MO ZIP: 63124

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

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)

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

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

Execution Date:

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,334,579

Additional numbers attached?  Yes  No

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

Name: Harvey S. Hertz

Internal Address:

Street Address: 9777 Wilshire Blvd., #805

City: Beverly Hills State: CA ZIP: 90212

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

1

7. Total fee (37 CFR 3.41):..... \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

07/26/2001 ANNED1 00000146 2334579

01 FC:481

40.00 DP

DO NOT USE THIS SPACE

9. 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.

Harvey S. Hertz

Name of Person Signing

Signature

7-16-01

Date

Total number of pages comprising cover sheet:

1

