

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Guthy-Renker Corporation		06/13/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Victoria Principal Productions, Inc.		
<b>Street Address:</b>	9255 Sunset Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78189662	RECLAIM BY DAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)456-4802		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	858-456-4801		
<b>Email:</b>	docketing@trademarkgroup.com		
<b>Correspondent Name:</b>	Marnie Wright Barnhorst		
<b>Address Line 1:</b>	7850 Ivanhoe Ave		
<b>Address Line 4:</b>	La Jolla, CALIFORNIA 90405		
<b>NAME OF SUBMITTER:</b>	Marnie Wright Barnhorst, Esq.		
<b>Signature:</b>	/MWB/		
<b>Date:</b>	06/29/2005		
<b>Total Attachments: 1</b> source=RECLAIM BY DAY - signed#page1.tif			

OP \$40.00 78189662

## ASSIGNMENT OF FEDERAL TRADEMARK APPLICATION

WHEREAS, Guthy-Renker Corporation, ("Assignor") a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, has filed an application for the mark **RECLAIM BY DAY** now assigned Serial No. 78/189,662, with the United States Patent and Trademark office under Section 1(b) of the Trademark Act, and has now filed an Allegation of Use under Section 1(c) of the Trademark Act, and

WHEREAS, Victoria Principal Productions, Inc., ("Assignee") a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said trademark and the pending application therefor;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark and said application therefor, together with all common law rights and the goodwill of the business symbolized by said trademark.

Signed at \_\_\_\_\_, this 13<sup>th</sup> day of June, 2005.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.  
Executive Vice President