

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM392578

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/31/2015

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
OTPI, Inc.	FORMERLY The Pacific Institute Incorporated	07/21/2016	Corporation: WASHINGTON

## RECEIVING PARTY DATA

<b>Name:</b>	The Pacific Institute, LLC
<b>Street Address:</b>	6001 East Foothills Drive North
<b>City:</b>	Paradise Valley
<b>State/Country:</b>	ARIZONA
<b>Postal Code:</b>	85253
<b>Entity Type:</b>	Limited Liability Company: ARIZONA

## PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	1209563	THE PACIFIC INSTITUTE
Registration Number:	1302446	INVESTMENT IN EXCELLENCE
Registration Number:	1619635	BREAKING BARRIERS
Registration Number:	1826350	INVENT YOUR FUTURE
Registration Number:	1896813	WINNER'S CIRCLE NETWORK
Registration Number:	1986163	PACIFIC INSTITUTE PUBLISHING
Registration Number:	2030742	HOW TO MAKE RETIREMENT A NEW ADVENTURE
Registration Number:	2158414	PURPOSE IN LIFE: ETHICS AND ORGANIZATION
Registration Number:	2906322	WINNER'S CIRCLE NETWORK
Registration Number:	2906323	WCN
Registration Number:	3255288	PATHWAYS TO EXCELLENCE
Registration Number:	3255362	MASTERING YOUR POTENTIAL
Registration Number:	3367642	21 KEYS FOR HIGH PERFORMANCE TEACHING AN
Registration Number:	3367646	THOUGHT PATTERNS FOR A SUCCESSFUL CAREER
Registration Number:	3367647	THOUGHT PATTERNS FOR HIGH PERFORMANCE
Registration Number:	3417372	STEPS TO ECONOMIC & PERSONAL SUCCESS
Registration Number:	3447150	CULTURAL ALIGNMENT
Registration Number:	3451547	LEADERSHIP ALIGNMENT

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3451548	PERSONAL ALIGNMENT
Registration Number:	3517013	COMMAND, CONTROL & CHOICE
Registration Number:	3673397	PX2
Registration Number:	3712727	DISCOVERING THE POWER IN ME
Registration Number:	3997637	HOW TO MAKE RETIREMENT A NEW ADVENTURE
Registration Number:	3998277	ACHIEVING YOUR POTENTIAL
Registration Number:	3999947	TICE COACHING INSTITUTE
Registration Number:	4095482	BREAKING BARRIERS
Registration Number:	4264974	POTENTIAL (CAN DO) LEARNED SKILLS HABITS
Registration Number:	4331509	THE PACIFIC INSTITUTE
Registration Number:	4335501	TPI HEADCOACH
Registration Number:	4335632	FUTURE PERFECT THINKING
Registration Number:	4561108	PX2 KIDS!
Registration Number:	4609722	STEPS
Registration Number:	4726849	INVESTMENT IN EXCELLENCE
Serial Number:	85965647	

**CORRESPONDENCE DATA**

Fax Number: 2062240779

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: 206.682.8100

Email: efilings@cojk.com

Correspondent Name: Christensen O'Connor Johnson Kindness

Address Line 1: 1201 Third Avenue, Suite 3600

Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	PAIN-5-297
NAME OF SUBMITTER:	Stephanie A. Harvey
SIGNATURE:	/Stephanie A. Harvey/
DATE SIGNED:	07/25/2016

**Total Attachments: 12**

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**NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS**

WHEREAS, OTPI, Inc. (successor in interest to The Pacific Institute Incorporated), a Washington state corporation, having a business address of 1709 Harbor Avenue SW, Seattle, Washington 98126-2049 (hereinafter the "ASSIGNOR"), adopted and used the trademarks listed in the attached Schedule A (hereinafter the "Trademarks");

WHEREAS, The Pacific Institute Incorporated, the Washington state corporation, is the owner of the Trademarks;

WHEREAS, The Pacific Institute, LLC (successor in interest to Inside Performance, LLC), a limited liability company of the state of Arizona, having a business address of 6001 East Foothills Drive North, Paradise Valley, Arizona 85253 (hereinafter the "ASSIGNEE"), is desirous of acquiring said trademarks and the registration thereof;

NOW, THEREFORE, effective *Nunc Pro Tunc* January 31, 2015, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE its entire right and title to and interest in said trademarks, including all applications and registrations in connection therewith as listed in the attached Schedule A, together with the goodwill of the business associated with the trademarks and with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, the rights to be held and enjoyed by ASSIGNEE, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this Assignment had not been made.

This Assignment of Trademarks, effective *Nunc Pro Tunc* January 31, 2015, may be executed in counterparts, each of which shall constitute an original and all of which, when taken together, shall constitute one and the same Assignment of Trademarks.

IN TESTIMONY WHEREOF, the parties hereto have executed this Assignment by its proper officers thereunto duly authorized.

**ASSIGNOR:**

**ASSIGNEE:**

**OTPI, INC.**  
(formerly The Pacific Institute Incorporated)

**The Pacific Insitute, LLC**  
(formerly Inside Performance, LLC)

By: *[Signature]*  
Name: DIANE B. TICE  
Title: OWNER  
Date: 7/21/2016

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS**

WHEREAS, OTPI, Inc. (successor in interest to The Pacific Institute Incorporated), a Washington state corporation, having a business address of 1709 Harbor Avenue SW, Seattle, Washington 98126-2049 (hereinafter the "ASSIGNOR"), adopted and used the trademarks listed in the attached Schedule A (hereinafter the "Trademarks");

WHEREAS, The Pacific Institute Incorporated, the Washington state corporation, is the owner of the Trademarks;

WHEREAS, The Pacific Institute, LLC (successor in interest to Inside Performance, LLC), a limited liability company of the state of Arizona, having a business address of 6001 East Foothills Drive North, Paradise Valley, Arizona 85253 (hereinafter the "ASSIGNEE"), is desirous of acquiring said trademarks and the registration thereof;

NOW, THEREFORE, effective *Nunc Pro Tunc* January 31, 2015, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE its entire right and title to and interest in said trademarks, including all applications and registrations in connection therewith as listed in the attached Schedule A, together with the goodwill of the business associated with the trademarks and with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, the rights to be held and enjoyed by ASSIGNEE, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this Assignment had not been made.

This Assignment of Trademarks, effective *Nunc Pro Tunc* January 31, 2015, may be executed in counterparts, each of which shall constitute an original and all of which, when taken together, shall constitute one and the same Assignment of Trademarks.

IN TESTIMONY WHEREOF, the parties hereto have executed this Assignment by its proper officers thereunto duly authorized.

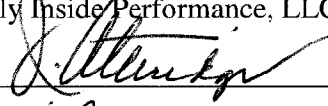
**ASSIGNOR:**

**OTPI, INC.**  
(formerly The Pacific Institute Incorporated)

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**ASSIGNEE:**

**The Pacific Insitute, LLC**  
(formerly Inside Performance, LLC)

By:   
Name: J. ATTERIDGE  
Title: MANAGING PARTNER  
Date: 7.19.16

**SCHEDULE A: TRADEMARKS**

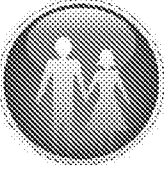
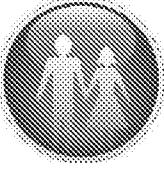




<b>Trademark</b>	<b>Country</b>	<b>Application Number Application Date</b>	<b>Registration Number Registration Date</b>	<b>International Class(es)</b>
21 KEYS FOR HIGH PERFORMANCE	United States	77/015756 10/06/2006	3367642 01/15/2008	9,16
21 KEYS FOR HIGH PERFORMANCE TEACHING AND LEARNING - 21 LLAVES PARA LA ENSEÑANZA Y EL APRENDIZAJE DE ALTO RENDIMIENTO (slogan)	Guatemala	2007-4725 6/8/2007	5,513 1/25/2008	9, 16, 41
ACHIEVING YOUR POTENTIAL	United States	85/246476 2/18/2011	3998277 7/19/2011	9, 16, 41
BREAKING BARRIERS	United States	85/209373 1/3/2011	4095482 2/7/2012	9, 16, 41
BREAKING BARRIERS	United States	74/016188 1/4/1990	1619635 10/30/1990	16
COMMAND, CONTROL & CHOICE	United States	77/039854 11/8/2006	3517013 10/14/2008	9, 16, 41
CULTURAL ALIGNMENT	Canada	1,357,999 7/31/2007	720,766 8/13/2008	-- --
CULTURAL ALIGNMENT	United States	77/133231 3/16/2007	3447150 6/10/2008	35
DISCOVERING THE POWER IN ME	Canada	1,407,015 8/12/2008	783863 12/1/2010	-- --
DISCOVERING THE POWER IN ME	United States	77/395679 2/13/2008	3712727 11/17/2009	9, 16, 41
FUTURE PERFECT THINKING	United States	85/414580 9/2/2011	4335632 5/14/2013	9, 16, 41
HOW TO MAKE RETIREMENT A NEW ADVENTURE	United States	74/582016 10/4/1994	2030742 1/14/1997	9, 16
HOW TO MAKE RETIREMENT A NEW ADVENTURE	United States	85/205783 12/27/2010	3997637 7/19/2011	9, 16

<b>Trademark</b>	<b>Country</b>	<b>Application Number Application Date</b>	<b>Registration Number Registration Date</b>	<b>International Class(es)</b>
IMAGINE 21	Canada	1,037,179 11/24/1999	569,381 10/23/2002	-- --
INVENT YOUR FUTURE	United States	74/406934 6/23/1993	1826350 3/15/1994	16
INVERSION EN EXCELENCIA	Argentina	2.753.658 3/23/2007	2.242.956 8/12/2008	9
INVERSION EN EXCELENCIA	Argentina	2.735.659 3/23/2007	2.238.563 7/15/2008	16
INVERSION EN EXCELENCIA	Argentina	2.735.657 3/23/2007	2.238.654 7/15/2008	41
INVERSION EN EXCELENCIA	Costa Rica	2007-4042 5/9/2007	174854 5/20/2008	9
INVERSION EN EXCELENCIA	Costa Rica	2007-4041 5/9/2007	174853 5/20/2008	16
INVERSION EN EXCELENCIA	Costa Rica	2007-4040 5/9/2007	174852 5/20/2008	41
INVERSION EN EXCELENCIA	Guatemala	2006-9163 10/30/2006	152,545 10/16/2007	9
INVERSION EN EXCELENCIA	Guatemala	2006-9164 10/30/2006	150,296 6/25/2007	16
INVERSION EN EXCELENCIA	Guatemala	2006-9156 10/30/2006	151,281 8/20/2007	41
INVERSION EN EXCELENCIA	Mexico	234,141 6/9/1995	498878 7/26/1995	9
INVERSION EN EXCELENCIA	Mexico	234,142 6/9/1995	531,420 9/23/1996	16
INVERSION EN EXCELENCIA	Mexico	234,143 6/9/1995	498879 7/26/1995	41
INVERSION EN EXCELENCIA	Nicaragua	2007-01020 3/21/2007	0800088 LM 1/20/2008	9, 16, 41

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
INVERSION EN EXCELENCIA	Panama	160591 4/13/2007	160591 4/8/2008	9
INVERSION EN EXCELENCIA	Panama	160592 4/13/2007	160592 4/8/2008	16
INVERSION EN EXCELENCIA	Panama	160593 4/13/2007	160593 4/8/2008	41
INVESTIMENTO EM EXCELENCIA	Brazil	829095586 4/12/2007	---	9
INVESTIMENTO EM EXCELENCIA	Brazil	829095594 4/12/2007	---	16
INVESTIMENTO EM EXCELENCIA	Brazil	829095578 4/12/2007	---	41
INVESTMENT IN EXCELLENCE	Australia	500,158 11/22/1988	B500158 11/25/1993	9
INVESTMENT IN EXCELLENCE	Australia	500,159 11/22/1988	B500159 11/25/1993	16
INVESTMENT IN EXCELLENCE	Australia	500,160 11/22/1988	B500160 11/25/1993	41
INVESTMENT IN EXCELLENCE	Canada	519,397 3/28/1984	313,577 4/25/1986	---
INVESTMENT IN EXCELLENCE	China	93104223 10/28/1993	755475 7/14/1995	9
INVESTMENT IN EXCELLENCE	China	93104224 10/28/1993	746838 5/21/1995	16
INVESTMENT IN EXCELLENCE	China	93104253 10/28/1993	799950 12/14/1995	41
INVESTMENT IN EXCELLENCE	Guatemala	001653 3/3/2000	106,473 10/10/2000	9
INVESTMENT IN EXCELLENCE	Guatemala	001651 3/3/2000	106,474 10/10/2000	16




<b>Trademark</b>	<b>Country</b>	<b>Application Number Application Date</b>	<b>Registration Number Registration Date</b>	<b>International Class(es)</b>
INVESTMENT IN EXCELLENCE	Guatemala	001652 3/3/2000	106,468 10/9/2000	41
INVESTMENT IN EXCELLENCE	Ireland	201300876 5/17/2013	248904 11/24/2013	9, 16, 41
INVESTMENT IN EXCELLENCE	Panama	160587 4/13/2007	160587 5/19/2008	9
INVESTMENT IN EXCELLENCE	Panama	160588 4/13/2007	160588 4/8/2008	16
INVESTMENT IN EXCELLENCE	Panama	160590 4/13/2007	160590 4/8/2008	41
INVESTMENT IN EXCELLENCE	South Africa	85/0448 1/21/1985	85/0448 1/21/1985	9
INVESTMENT IN EXCELLENCE	South Africa	85/0449 1/21/1985	85/0449 1/21/1985	16
INVESTMENT IN EXCELLENCE	South Africa	85/0450 1/21/1985	85/0450 1/21/1985	41
INVESTMENT IN EXCELLENCE	United Kingdom	2621235 5/16/2012	2621235 3/1/2013	9, 16, 41
INVESTMENT IN EXCELLENCE	United States	86/373897 8/21/2014	4726849 4/28/2015	9, 16, 41
INVESTMENT IN EXCELLENCE	United States	73/446228 10/3/1983	1302446 10/30/1984	16, 41
LEADERSHIP ALIGNMENT	Canada	1,357,998 7/31/2007	764423 4/19/2010	-- --
LEADERSHIP ALIGNMENT	United States	77/133351 3/16/2007	3451547 6/17/2008	35, 41
MASTERING YOUR POTENTIAL	United States	74/442695 10/1/1993	1962244 3/12/1996	16
MASTERING YOUR POTENTIAL	United States	78/814731 2/14/2006	3255362 6/26/2007	9, 16

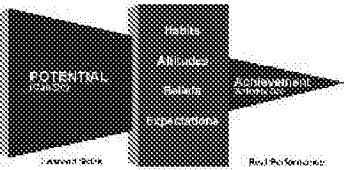
Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
MIND BUZZ	United Kingdom	2608006 1/24/2012	2608006 8/10/2012	9, 16, 41
Couple in a Circle Design 	Canada	1,439,939 6/1/2009	786209 12/31/2010	---
Couple in a Circle Design 	United States	77/625762 12/3/2008	3758921 3/9/2010	9, 16, 41
PACIFIC INSTITUTE PUBLISHING	United States	74/546743 7/7/1994	1986163 7/9/1996	16
PASOS HACIA EL EXITO and Design 	Mexico	1421734 10/11/2013	1434652 2/17/2014	9
PASOS HACIA EL EXITO and Design 	Mexico	1421735 10/11/2013	1426249 1/14/2014	16
PASOS HACIA EL EXITO and Design 	Mexico	1403893 8/16/2013	1422163 12/16/2013	41
PASOS HACIA EL EXITO and Design 	Nicaragua	2013-004209 10/30/2013	---	9, 16
PATHWAYS TO EXCELLENCE	United States	78/804056 2/1/2006	3255288 6/26/2007	9, 16, 41
PERSONAL ALIGNMENT	Canada	1,357,997 7/31/2007	720,799 8/13/2008	---

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
PERSONAL ALIGNMENT	United States	77/133357 3/16/2007	3451548 6/17/2008	44
PRINCIPIOS PARA UN ALTO RENDIMIENTO	Mexico	80425 1/9/2013	74577 4/3/2013	9
PRINCIPIOS PARA UN ALTO RENDIMIENTO	Mexico	80424 1/9/2013	74576 4/3/2013	16
PRINCIPIOS PARA UN ALTO RENDIMIENTO	Mexico	80423 1/9/2013	74575 4/3/2013	41
PURPOSE IN LIFE: ETHICS AND ORGANIZATIONAL SUCCESS	United States	75/217284 12/20/1996	2158414 5/19/1998	16, 41
PX2	Australia	1171517 4/17/2007	1171517 8/20/2007	9, 16
PX2	Canada	1,344,103 4/19/2007	764,080 4/13/2010	--
PX2	China	6896212 8/13/2008	6896212 5/7/2010	16
PX2	Costa Rica	2008-5703 6/11/2008	183491 12/18/2008	9, 16
PX2	El Salvador	2008077034 6/9/2008	25 Book 133 Pages 51 6/16/2009	9
PX2	El Salvador	2008077036 6/9/2008	187 Book 131 Pages 3 5/29/2009	16
PX2	European Union	5870951 4/17/2007	5870951 3/11/2008	9, 16
PX2	Guatemala	2008-005716 7/9/2008	173,338 11/29/2010	9
PX2	Guatemala	2008-005717 7/9/2008	171,760 9/7/2010	16
PX2	Honduras	21558-08 6/23/2008	108291 2/13/2009	9

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
PX2	Honduras	21557-08 6/23/2008	108292 2/13/2009	16
PX2	India	2197868 8/30/2011	2197868 7/31/2015	9, 16, 41
PX2	Mexico	955968 8/20/2008	1086555 2/23/2009	9
PX2	Mexico	955969 8/20/2008	1086556 2/23/2009	16
PX2	Peru	371193 10/22/2008	154667 7/2/2009	9
PX2	Peru	371194 10/22/2008	00148550 2/12/2009	16
PX2	South Africa	2007/08039 4/17/2007	2007/08039 3/23/2010	9
PX2	South Africa	2007/08040 4/17/2007	2007/08040 3/23/2010	16
PX2	United States	77/026173 10/20/2006	3673397 8/25/2009	9, 16
PX2 KIDS!	Canada	1,629,298 6/3/2013	---	---
PX2 KIDS!	Mexico	1387861 6/28/2013	1421415 12/13/2013	9
PX2 KIDS!	Mexico	1387860 6/28/2013	1436336 2/21/2014	16
PX2 KIDS!	Mexico	1387858 6/28/2013	1411426 11/13/2013	38
PX2 KIDS!	Mexico	1387857 6/28/2013	1441505 3/24/2014	41
PX2 KIDS!	United States	85/868341 3/6/2013	4561108 7/1/2014	9, 16, 38, 41

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
STEPS	United States	86/203927 2/25/2014	4609722 9/23/2014	9
STEPS TO ECONOMIC & PERSONAL SUCCESS	United States	77/230762 7/16/2007	3417372 4/29/2008	9, 16
Teardrop Design 	United States	85/965647 6/20/2013	---	9, 16, 38, 41
THE PACIFIC INSTITUTE	Australia	1543422 2/27/2013	1543422 3/27/2014	9, 16, 41
THE PACIFIC INSTITUTE	Canada	470,175 5/20/1981	275,226 12/31/1982	---
THE PACIFIC INSTITUTE	Canada	1,606,365 12/12/2012	894,787 1/22/2015	---
THE PACIFIC INSTITUTE	China	960014261 1/23/1996	1039085 6/28/1997	16
THE PACIFIC INSTITUTE	China	93104254 10/28/1993	799942 12/14/1995	41
THE PACIFIC INSTITUTE	European Union	5362744 9/22/2006	5362744 9/6/2007	9, 16, 41
THE PACIFIC INSTITUTE	European Union	011609849 2/27/2013	11609849 7/24/2013	9, 16, 41
THE PACIFIC INSTITUTE	India	1493604 10/4/2006	1493604 11/27/2008	9, 16, 41
THE PACIFIC INSTITUTE	Mexico	1352611 2/27/2013	1377481 6/25/2013	9
THE PACIFIC INSTITUTE	Mexico	1352610 2/27/2013	1439188 3/6/2014	16
THE PACIFIC INSTITUTE	Mexico	1352609 2/27/2013	1439187 3/6/2014	41

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
THE PACIFIC INSTITUTE	New Zealand	973412 2/27/2013	973412 8/29/2012	9, 16, 41
THE PACIFIC INSTITUTE	Nicaragua	2013-000823 2/27/2013	2014104204 LM 5/15/2014	9, 16, 41
THE PACIFIC INSTITUTE	South Africa	2013/05021 2/27/2013	2013/05021 12/24/2014	9
THE PACIFIC INSTITUTE	South Africa	2013/05022 2/27/2013	2013/05022 12/24/2014	16
THE PACIFIC INSTITUTE	United States	85/715845 8/29/2012	4331509 5/7/2013	9, 16, 41
THE PACIFIC INSTITUTE	United States	73/287204 11/24/1980	1209563 9/21/1982	16, 41
THE PACIFIC INSTITUTE and Design (Couple Logo) 	Australia	517,852 8/25/1989	517,852 12/10/1991	16
THOUGHT PATTERNS FOR A SUCCESSFUL CAREER	India	2197869 8/30/2011	2197869 10/16/2015	9, 16, 41
THOUGHT PATTERNS FOR A SUCCESSFUL CAREER	United States	77/016080 10/6/2006	3367646 1/15/2008	9, 16
THOUGHT PATTERNS FOR HIGH PERFORMANCE	United States	77/016089 10/6/2006	3367647 1/15/2008	9, 16
TICE COACHING INSTITUTE	United States	85/089748 7/21/2010	3999947 7/19/2011	9, 16, 41
TPI HEADCOACH	Canada	1,553,184 11/22/2011	890,676 11/25/2014	-- --
TPI HEADCOACH	Mexico	1229636 11/23/2011	1342939 1/17/2013	9

Trademark	Country	Application Number Application Date	Registration Number Registration Date	International Class(es)
TPI HEADCOACH	Mexico	1229638 11/23/2011	1279981 4/17/2012	16
TPI HEADCOACH	United States	85/365399 7/7/2011	4335501 5/14/2013	9, 16, 41
WCN	United States	78/253884 5/23/2003	2906323 11/30/2004	45
POTENTIAL (CAN DO) LEARNED SKILLS HABITS ATTITUDES BELIEFS EXPECTATIONS ACHIEVEMENT (ACTUALLY DO) REAL PERFORMANCE and Design  	United States	85/091237 7/23/2010	4264974 12/25/2012	9, 41
WINNER'S CIRCLE NETWORK	United States	74/357103 2/9/1993	1896813 5/30/1995	9
WINNER'S CIRCLE NETWORK	United States	78/253871 5/23/2003	2906322 11/30/2004	45