

05-19-1998

MRD 5-4-98



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To the Honorable Commissioner of Patents

ed original documents or copy thereof

MAY 4 1998

1. Name of conveying party(ies):

Markespartner AB

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

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

2. Name and address of receiving party(ies)

Name: Veit & Partner GmbH

Internal Address:

Street Address: Hasenbergstr. 36,

CH-6312 Steinhausen, Switzerland

City: State: ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Switzerland
- 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: February 4, 1998

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

A. Trademark Application No.(s)

74/700,197

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Name: Perla M. Kuhn, Esq.

Internal Address: 18th Floor

Hughes Hubbard & Reed LLP

Street Address: One Battery Park Plaza

City: New York State: NY ZIP: 10004

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:

08-3264

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

DO NOT USE THIS SPACE

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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.

Barbara H. Loewenthal
Name of Person Signing

[Signature]
Signature

May 1, 1998
Date

Total number of pages comprising this sheet

3

TRADEMARK ASSIGNMENT

WHEREAS, Märkespartner AB, a Swedish limited liability company having a place of business at Sveavagen 17, S-103 95 Stockholm, Sweden, has intended to use the mark BRANDWAY in commerce and has filed an application, now assigned Serial No. 74/700,197, indicating that intention, but has not yet filed an allegation of use under 15 U.S.C. §§1051(c) or 1(d);

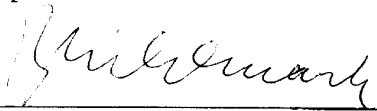
WHEREAS, said Märkespartner AB is assigning the mark in the above-referenced application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, Veit & Partner GmbH, a Swiss corporation having a place of business at Hasenbergstr. 36, CH-6312 Steinhausen, Switzerland, the successor of the portion of the ongoing and existing business of said Märkespartner AB to which the mark pertains, is desirous of acquiring said trademark and the pending intent to use application therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Märkespartner AB does hereby assign to said Veit & Partner GmbH all right, title and interest in and to said trademark BRANDWAY, the intent to use application and the goodwill of business symbolized thereby.

Signed at Stockholm, Sweden, this 4th day of February, 1998.

Märkespartner AB

By: 
Name: Bengt Nihlmark
Title: President

registered; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

POWER OF ATTORNEY

Applicant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JAMES B. KOBAK, JR., RITA M. HAEUSLER, PETER M. LANGENBERG, NICOLAS SWERDLOFF, JULIUS RABINOWITZ, EDWIN C. BULLOCK, BARBARA H. LOEWENTHAL, PETER A. SULLIVAN and MONIQUE T.O. TRUONG of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, New York 10004, its attorneys to prosecute this application, with full power of substitution and revocation, to transact all business in the Patent Office in connection therewith, and to receive the Certificate of Registration.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004, United States of America, is hereby designated Applicant's representative upon whom notices of process in proceedings affecting the mark may be served.

Veit & Partner GmbH

Date: 13th Febr. 1998

By: [Signature]

Name: Holger Infeldt

Title: Director