

04-14-1998

TRADEMARKS ONLY

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emarks thereof.

MRD 4-6-98

T
Pl

100684695

1. Name of Party(ies) conveying an interest:
KAMENOSUKE SAWADA

2. Name and Address of Party(ies) receiving an interest:
Name: ISEHAN COMPANY LIMITED

Address: 7, Goban-cho, Chiyoda-ku,
Tokyo, Japan

Entity:

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

Entity:

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

3. Interest Conveyed:

- Assignment Change of Name
- Security Agreement Merger
- Other

Citizenship

If not domiciled in the United States, a domestic representative designation is attached:

- Yes
- No

(The attached document must not be an assignment)

Execution Date

January 23, 1998

4. Application number(s) or registration number(s). Additional sheet attached? Yes No

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1, 213, 737

5. Please mail documents back to:
Cushman Darby & Cushman
Intellectual Property Group of
Pillsbury Madison & Sutro LLP
1100 New York Avenue, N.W.
Ninth Floor
Washington, D.C. 20005-3918

6. Number of applications and registrations involved: 1

7. Amount of fee enclosed: \$ 40.00

8. If above amount is missing or inadequate, charge deficiency to our Deposit Account No. 03-3975 under Order No. 11453 / 11092
C# M#

4/13/1998 DCDATES 00000084 1213737
01 FC:481 40.00 OP

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.

Signature

Attorney: Edward M. Prince

Date: April 6, 1998

Atty/Sec: EMP/kd

Total number of pages including cover sheet, attachments and document. (excluding duplicate cover sheet)

4

Tel: (202) 861-3044

Fax: (202) 822-0944

NO30 3/93

File in DUPLICATE with post card receipt

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Reg. No.: 1,213,737)
Registered: October 26, 1982)
Mark: KISS ME)
Our Ref.: EMP/11453/11092)

APPOINTMENT OF DOMESTIC REPRESENTATIVE

The Cushman Darby & Cushman Intellectual Property Group of the law firm of Pillsbury Madison & Sutro LLP, whose postal address is 1100 New York Avenue, N.W., Ninth Floor, Washington, D.C. 20005-3918, (202) 861-3000, is designated as applicant's representative on whom notices of process in proceedings affecting the mark may be served.

ISEHAN COMPANY LIMITED

Name: _____
Iwao Mori
Title: President
Dated: _____

ASSIGNMENT

WHEREAS, Kamenosuke Sawada, a Japanese citizen, having his principal place of business at 28-15, Nakano 3-chome, Nakano-ku, Tokyo, Japan (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in and to the trademark KISS ME, the goodwill of the business associated therewith and the United States Registration No. 1,213,737 therefor.

WHEREAS, Isehan Company Limited, a Japanese corporation, having its principal place of business at 7, Goban-cho, Chiyoda-ku, Tokyo, Japan (hereinafter referred to as "Assignee"), is desirous of acquiring the trademark KISS ME, the goodwill of the business associated therewith and the United States registration No. 1,213,737 therefor;

NOW, THEREFORE, Assignor, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to said Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the trademark KISS ME, the goodwill of the business associated therewith and the U.S. trademark registration No. 1,213,737, together with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of said trademark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed on the date indicated below.


KAMENOSUKE SAWADA

Date: JAN 23 1998

TRADEMARK
REEL: 1727 FRAME: 0749



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To the Honorable Commissioner of Patents and Trademarks
Please record the attached original document or copy thereof.

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KAMENOSUKE SAWADA

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Address: 7, Goban-cho, Chiyoda-ku,
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- General Partnership Limited Partnership
- Corporation-State
- Other

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