

06-24-1998



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U.S. DEPARTMENT OF COMMERCE

SHEET

Patent and Trademark Office
Docket No. 338922400000

mtd 6.2.98

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

1. Name of conveying party(ies):
First Step Designs, LLC
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Other
A Delaware limited liability company
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Genesis Direct, Inc
Internal Address:
Street Address: 100 Plaza Drive
City, Secaucus, State: NJ ZIP: 07094
 Individual(s) citizenship _____
 Association: _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State A Delaware corporation
 Other _____
Additional name(s) & addresses attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other:
Execution Date: May 29, 1998

4. Application number(s) or registration number(s):
If this document is being filed together with a new application, the execution date of the application is:
A. Trademark Application No.(s)
B. Registration No.(s)
1575699; 1575787
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Carla B. Oakley
Morrison & Foerster LLP
425 Market Street
San Francisco, California 94105-2482

6. Total number of applications and trademark registrations involved: 2
7. Total fee (37 C.F.R. § 3.41): \$65.00
 Enclosed
 Authorized to be charged to deposit account, referencing Attorney Docket 338922400000
8. Deposit account number: **03-1952**

The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 which may be required by this paper, or to credit any overpayment to **Deposit Account No. 03-1952**

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.
Name: Carla B. Oakley
Carla B. Oakley (Signature) 6.2.98 (Date)

(06/23/1998 TTDN11 00000119 1575699)
01 FC:481 40.00 OP
02 FC:482 25.00 OP

Total number of pages comprising cover sheet, attachments and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

sf-517725

TRADEMARK
REEL: 1744 FRAME: 0033

ASSIGNMENT OF TRADEMARKS

WHEREAS, FIRST STEP DESIGNS, LLC (“First Step Designs”), a limited liability company organized under the laws of the State of Delaware, and having its principal place of business at 100 Plaza Drive, Secaucus, New Jersey 07094, is the owner of the following trademarks, which are registered in the United States (hereinafter “Trademarks”):

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
HAND IN HAND (Int’l Class 42)	1,575,699	January 2, 1990
HAND IN HAND (Int’l Class 16)	1,575,787	January 2, 1990

WHEREAS, Genesis Direct, Inc. (“Genesis Direct”), a corporation organized under the laws of the State of Delaware, and having its principal place of business at 100 Plaza Drive, Secaucus, New Jersey 07094, is desirous of acquiring said Trademarks and any common law rights;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, First Step Designs does hereby assign and transfer to Genesis Direct all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, the registrations therefor, all common law rights, and the right to recover for damages and past infringements thereof.

In connection with such assignment, First Step Designs shall execute such further documents as Genesis Direct may request in order to effect such assignment.

Signed at 100 Plaza Drive, Secaucus, NJ, this
29th, day of May, 1998.

FIRST STEP DESIGNS, LLC

By: 

(Printed Name): Warren Struhl

Its: CEO