

07-01-1998



RECEIVED  
OVER SHEET  
3 ONLY  
JUN 22 1998  
U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

To the Honorable Commissi

100754114

Record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Piercing Pagoda, Inc. -

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

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

2. Name and address of receiving party(ies):  
Name: EARS, Inc.  
Internal Address: Delaware Trust Building  
Street Address: P.O. Box 8841  
City: Wilmington State: DE ZIP: 19899

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State DE  
 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                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: June 10, 1998

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
75/148514

B. Trademark registration No.(s)  
N/A

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Michael M. Sherman, Esquire  
Internal Address: \_\_\_\_\_  
Wolf, Block, Schorr and Solis-Cohen  
Street Address: 15th and Chestnut Streets  
City: Philadelphia State: PA ZIP: 19102

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:  
23-2820  
(Attach duplicate copy of this page if paying by deposit account)

06/30/1998 SSMITH 00000100 232820 75148514  
01 FC:481 40.00 CH

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.*

Michael M. Sherman                      [Signature]                      6/18/98  
Name of Person Signing                      Signature                      Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231**

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK  
REEL: 1746 FRAME: 0706

ASSIGNMENT

WHEREAS, Piercing Pagoda, Inc., a Delaware corporation having a place of business at 3910 Adler Place, Lehigh Valley, PA 18002-5007, has intended to use the service mark "Piercing Pagoda The Gold Company" in interstate commerce and has filed an application with the United States Patent and Trademark Office on August 9, 1996 based on its bona fide intent to use such mark in commerce, which application has been given Serial No, 75/148514.

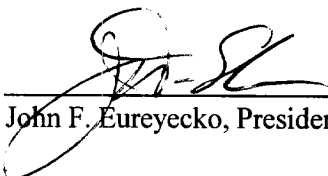
WHEREAS, EARS, Inc., a Delaware corporation, having a place of business at Delaware Trust Building, P.O. Box 8841, Wilmington, DL 19899, has acquired said mark, together with the goodwill of the business associated therewith; and

WHEREAS, the parties wish to acknowledge the assignment and make it of record in the U.S. Patent and Trademark Office.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the full receipt and sufficiency of all which are hereby acknowledged, and intending to be legally bound hereby, Piercing Pagoda, Inc. assigns to EARS, Inc. the whole and entire right, title and interest in and to said marks, together with the goodwill of the business associated therewith, and the registration therefor free of all liens, claims and other encumbrances.

Signed as of the 10 day of June, 1998.

PIERCING PAGODA, INC.

By:   
John F. Eureyecko, President and COO

DSB:504343.1