

07-31-1998



COVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

JUL 27 1998

Tab settings ▼

To the Honorable Commiss

100781694

Forward the attached original documents or copy thereof.

1. Name of conveying party(ies):
Deena, Inc.

7-27-98

2. Name and address of receiving party(ies)

Name: R. Josephs Sportswear, Inc.

Internal Address: Suite 835

Street Address: 21550 Oxnard Street

City: Woodland Hills State: CA ZIP: 91367

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

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

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Pennsylvania
- 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: May 4, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

764,338

Additional numbers attached? Yes No

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

Name: Ronald H. Josephs

Internal Address: Suite 835

Street Address: 21550 Oxnard Street

City: Woodland Hills State: CA ZIP: 91367

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:

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

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.

Ronald H. Josephs

Name of Person Signing

Signature

7-27-98

Date

Total number of pages including cover sheet, attachments, and document: 1

07/30/1998 00000179 764338

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TRADEMARK ASSIGNMENT

WHEREAS, Deena, Inc., a California corporation, with its principal place of business at 4201 N. Marshall Way, Scottsdale, Arizona 85251 ("Assignor"), has adopted, owns and is using the Mark FIRST LOVE ("the Mark") in connection with the following goods: WOMEN'S GARMENTS - NAMELY, SLIPS, NIGHTGOWNS, PAJAMAS, PANTIES, PETTICOATS, HOUSE COATS, SLEEPWEAR, LOUNGEWEAR; AND CHILDREN'S AND PRE-TEENS' GARMENTS - NAMELY, SLIPS, NIGHTGOWNS, PAJAMAS, PANTIES, PETTICOATS, HOUSECOATS, AND LOUNGEWEAR; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, Registration No. 764,338, registered on February 4, 1964; and

WHEREAS, R. Josephs Sportswear, Inc., a Pennsylvania corporation, with its principal place of business at 21550 Oxnard Street, Suite 835, Woodland Hills, California 91367 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized thereby, the Registration thereof, the right to sue for all past infringements thereof, and damages and profits for the said past infringements.

Deena, Inc.

By: *Mat Kalush*

Name: *MAT Kalush*

Title: *SFC*

Dated effective as of: *5/14/98*
 TRADEMARK