

7-29-98

08-07-1998



100786834

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

Re: Trademarks (Reg. or Serial) No. 75/072,761; 75/072,792
Attorney File No. 1251-8A; 1251-8

Please record the attached original documents or copy thereof.

1 Name of Conveying Party(ies): Group 99, Inc.

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

2 Name and Address of Receiving Party(ies): STANDARD HOLDINGS LLC
142 Greene Street, New York, NY 10012

- Individual(s) - Citizenship _____
- Corporation - State _____
- General Partnership
- Association
- Limited Partnership
- Other Limited Liability Company (Delaware)

If assignee is not domiciled in the United States, a domestic representative designation is attached yes no
(Designation must be a separate document from Assignment)

3 Nature of Conveyance:
 Assignment Merger Change of Name
 Security Agreement Other _____

Execution Date July 10, 1998

4 Application Number(s) or Registration Number(s): 75/072,761; 75/072,792

5 All correspondence concerning this document should be sent to Sheldon Palmer
Galvin & Palmer, 630 Third Avenue, New York, NY 10017
Tel. (212) 983-8900

6 Total Number of applications and registrations involved: 2

7 Total Fee (37 CFR 2.6(b)(6) and 3.41): \$65.00

- Enclosed
- Authorized to be charged to Deposit Account

8 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.

Sheldon Palmer

Sheldon Palmer
Reg. No. 24,429

July 27, 1998
Date

TRADEMARK

Total number of pages comprising cover sheet: 3

REEL: 1763 FRAME: 0402

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: ASST Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513 on

7-27-98

Date of Deposit

SHELDON PALMER

Name of Applicant, assignee, Registered Representative

Signature

7-27-98

Date of Signature

00000150 75072761
40.00 DP
25.00 RE
08/03/1998 1610M11
01 FC:481
02 FC:482

ASSIGNMENT

WHEREAS, GROUP 99, INC., a corporation of the state of New York of 142 Greene Street, New York, NY 10012 has intended and does presently intend to use the mark THE STANDARD in commerce and has filed an application; Serial No. 75/072,792 on March 14, 1996, indicating such intention to use, but has not yet filed a Statement of Use under § 1(d)(1) of the Trademark Act, and

WHEREAS, GROUP 99, INC. is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, STANDARD HOLDINGS LLC, a limited liability company of the state of Delaware of 142 Greene Street, New York, NY 10012 is desirous of acquiring said mark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said GROUP 99, INC. does hereby assign to said STANDARD HOLDINGS LLC all right, title and interest in and to the mark THE STANDARD and the goodwill of the business symbolized thereby.

Signed at *New York*, this *10th* day of *July*, 1998.

GROUP 99, INC.

By: 

Andre T. Balazs, President

ASSIGNMENT

WHEREAS, GROUP 99, INC., a corporation of the state of New York of 142 Greene Street, New York, NY 10012 has intended and does presently intend to use the mark STANDARD in commerce and has filed an application; Serial No. 75/072,761 on March 14, 1996, indicating such intention to use, but has not yet filed a Statement of Use under § 1(d)(1) of the Trademark Act, and

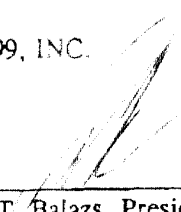
WHEREAS, GROUP 99, INC. is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, STANDARD HOLDINGS LLC, a limited liability company of the state of Delaware of 142 Greene Street, New York, NY 10012 is desirous of acquiring said mark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said GROUP 99, INC. does hereby assign to said STANDARD HOLDINGS LLC all right, title and interest in and to the mark STANDARD and the goodwill of the business symbolized thereby.

Signed at *New York*, this *10th* day of *July*, 1998.

GROUP 99, INC.

By: 
Andre T. Balazs, President