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



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To the Honorable Commissioner of P

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attached original documents or copy hereof.

1. Name of conveying party(ies):

Kenneth Cole Productions, Inc.

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

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

2. Name and address of receiving party(ies)

Name: K.C.P.L., Inc.

Internal Address:

Street Address: 152 West 57th Street

City: New York State: NY ZIP: 10019

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Delaware, 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:

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

A. Trademark Application No.(s)

U.S. Patent & TMO/TM Mail Rpt Dt. #26



07-24-1998

B. Trademark Registration No.(s)

2,154,344

Additional numbers attached? Yes No

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

Name: Carol Desmond

Internal Address:

Lackenbach Siegel Marzullo

Aronson & Greenspan, P.C.

Street Address: 1 Chase Road

City: Scarsdale State: NY ZIP: 10583

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

Please charge any additional fees due, or credit any over payment to:

8. Deposit account number:

10-0100

(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.

Carol Desmond Name of Person Signing

Signature

7-23-98 Date

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



08/06/1998 JMW/TK/RS 00006776 P154344 40.00 DP 01 FU:461

ASSIGNMENT

WHEREAS, Kenneth Cole Productions, Inc., with offices located at 152 West 57th Street, New York, New York 10019, a corporation organized and existing under the laws of the State of New York, was the owner of all right, title and interest in and to the below listed Mark which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>MARK</u>	<u>REGIS. NO.</u>	<u>REGIS. DATE</u>
KENNETH COLE REACTION	2,154,344	April 28, 1998

(hereinafter referred to as the "Mark");

WHEREAS, K.C.P.L., Inc., with offices located at 152 West 57th Street, New York, New York 10019, a corporation organized and existing under the laws of the State of Delaware was desirous of acquiring the aforesaid Mark, together with the goodwill of the business symbolized by the Mark;

WHEREAS, by agreement, K.C.P.L., Inc. received the entire right, title, and interest in and to the aforesaid Mark, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of K.C.P.L., Inc.

NOW, THEREFORE, effective as of 12/30/97 for and in consideration of and in exchange for Ten (\$10.00) Dollars and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said Kenneth Cole Productions, Inc. hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said K.C.P.L., Inc. all rights, title and interest in and to said Mark, including the registration thereof and the Certificate of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the registrations thereof.

KENNETH COLE PRODUCTIONS, INC.

BY: _____


(Stanley A. Mayer)

TITLE: Executive Vice President & Treasurer

EFFECTIVE AS OF December 30, 1997