

08-21-1998



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MRD  
8-18-98

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

400 18

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_

Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
\_\_\_\_\_

Merger

Change of Name

Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name Von's Inc. Execution Date  
Month Day Year  
8 11 98

Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name SOHK Sportswear, Inc.

DBA/AK/A/T/A \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 106-11 Northern Blvd.

Address (line 2) \_\_\_\_\_

Address (line 3) Corona New York 11368  
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization New York

FOR OFFICE USE ONLY

08/20/1998 BNGUYEN 00000023 1975106

01 FC:481 40.00 OP  
02 FC:482 75.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231  
REEL: 1770 FRAME: 0825

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

<input type="text" value="75/446,194"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration Number(s)**

<input type="text" value="1,975,106"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,975,107"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,975,108"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

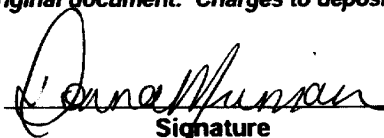
No

**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. Charges to deposit account are authorized, as indicated herein.

Donna L. Mirman

Name of Person Signing

  
Signature

8/15/98

Date Signed

**ASSIGNMENT AGREEMENT**

WHEREAS, Von's, Inc., a corporation organized and existing under the laws of the State of New York, located and doing business at 106-11 Northern Boulevard, Corona, New York 11368, hereinafter referred to as ASSIGNOR, is the owner of the following trademarks: SCHOOL OF HARD KNOCKS, U.S. Registration No. 1,975,106, SOHK SCHOOL OF HARD KNOCKS AND DESIGN, U.S. Registration No. 1,975,107; SOHK, U.S. Registration No. 1,975,108; and EST. SINCE THE BREAK OF DAWN, U.S. Application Serial No. 75/446,194 (hereinafter "Assignor's trademarks"), and the goodwill of the business associated therewith,

WHEREAS, SOHK Sportswear, Inc., a corporation organized and existing under the laws of the State of New York, located at 106-11 Northern Boulevard, Corona, New York 11368, hereinafter referred to as ASSIGNEE, is desirous of acquiring all the right, title and interest of ASSIGNOR in, to and under Assignor's trademarks, together with the goodwill of the business associated therewith.

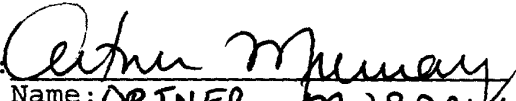
NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns ASSIGNOR's entire right, title and interest in and to Assignor's trademarks, together with the goodwill of the business associated therewith to ASSIGNEE;

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, to record Assignor's

trademarks as the property of ASSIGNEE; and

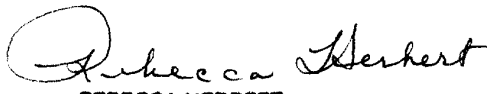
IN WITNESS WHEREOF, ASSIGNOR has subscribed hereto this  
\_\_\_\_\_ day of August, 1998.

VON'S, INC.

By:   
Name: ARTHUR MURRAY  
Title: PRESIDENT

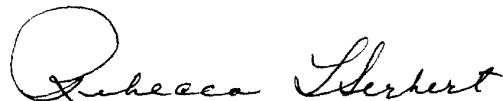
Dated: August 11<sup>th</sup>, 1998

c:\assignme.doc

  
**REBECCA HERBERT**  
Notary Public, State of New York  
No. 01HE4689078  
Qualified in New York County  
Commission Expires February 28, 2000

STATE OF NEW YORK )  
 ) ss.:  
COUNTY OF NEW YORK )

On this 6th day of August 1998, before me personally came Ortner Murray, to me known, who being by me duly sworn, did depose and say that he resides at 17 MacDonough, Brooklyn, New York 11216; that he is the President of Von's, Inc., the corporation described in and which executed the foregoing instrument as Assignor; and that he signed his name thereto by order of the Board of Directors of said Corporation.

  
\_\_\_\_\_  
Notary Public

**REBECCA HERBERT**  
Notary Public, State of New York  
No. 01HE4689078  
Qualified in New York County  
Commission Expires February 28, 2000