

FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)



SHEET U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Tab settings ⇨⇨⇨▽

100847696

▽Atty. Docket No.: NBK-839

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

10-5-98

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

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State: Delaware
 Other _____

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

2. Name and address of receiving party(ies): 32

Name: New Balance Athletic Shoe, Inc.
Internal Address: _____
Street Address: 61 North Beacon Street
City: Boston State: MA ZIP: 02134

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Massachusetts
 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: August 28, 1998

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

B. Trademark Registration No.(s)
1,976,231

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Jeremiah Lynch, Esq.
Internal Address: Lahive & Cockfield, LLP
Street Address: 28 State Street
City: Boston State: MA ZIP: 02109

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6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$40
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
12-0080

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.

Jeremiah Lynch, Esq.
Name of Person Signing

Jeremiah Lynch
Signature

October 1, 1998
Date

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

2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT OF TRADEMARK AND REGISTRATION

WHEREAS Ruds, Inc., a corporation organized and existing under the laws of the State of Delaware and having a principal place of business at 140 Ferry Road, Old Saybrook, Connecticut 06475, has adopted and used the following listed trademark registered in the United States Patent and Trademark Office:

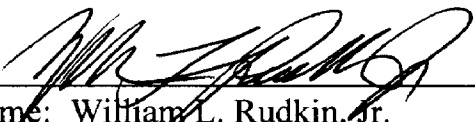
<u>Registration No.</u>	<u>Dated</u>	<u>Mark</u>
1,976,231	May 28, 1996	ACTIVARC

and

WHEREAS New Balance Athletic Shoe, Inc., a corporation organized and existing under the laws of the Commonwealth of Massachusetts and having a principal place of business at 61 North Beacon Street, Boston, Massachusetts 02134, is desirous of acquiring said mark, the registration thereof and the good will of the business symbolized by said mark;

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration paid to Ruds, Inc. by New Balance Athletic Shoe, Inc., the receipt of which is hereby acknowledged, said Ruds, Inc. does hereby sell, assign and transfer unto said New Balance Athletic Shoe, Inc., its successors and assigns, the entire right, title and interest in and to said mark, together with the good will of the business symbolized by said mark, and the said registration, and in and to any and all claims and choses in action, whether at law or in equity, for past and future infringement or dilution of said mark, for past and future acts of unfair competition related to said mark, and for any and all other past and future acts related to said mark and giving rise to any remedy by statute or otherwise.

RUDS, INC.

By 
Name: William L. Rudkin, Jr.
Title: President

State of Connecticut)
County of New London) ss. Old Lyme

Personally appeared before me the said William L. Rudkin, Jr. and acknowledged that he is the President of Ruds, Inc. and that he is authorized to execute the above instrument on behalf of said corporation and that he has executed the above instrument as the voluntary act and deed of said corporation on this 28th day of August, 1998.


Notary Public ROSIE M. MAIN
My commission expires: MY COMMISSION EXPIRES JAN. 3, 2009