

10-22-1998

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FORM PTO-1594

Docket No. 31309/ERS/J155





100858035

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Box Assignment
Commissioner of Patents and Trademarks
Washington, D.C. 20231

Post Office Box 7068
Pasadena, CA 91109-7068

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

<p>1. Name of conveying party(ies): Susan Little</p> <p><input checked="" type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other <input type="checkbox"/> Exists Under Laws of</p> <p>Additional name(s) of conveying party(ies) attached: NO</p>	<p>2. Name and address of receiving party(ies): Name: Jerrod W. Blandino Street Address: 25 Ibiza Aisle, Irvine, California 92614</p> <p><input checked="" type="checkbox"/> Individual(s) citizenship USA <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other: <input type="checkbox"/> Exists Under Laws of</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: NO (Designation must be a separate document from Assignment). Additional name(s) & address(es) attached? NO</p>
<p>3. Name of conveyance: <input checked="" type="checkbox"/> Assignment aa <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date:</p>	<p>4. B. Trademark Registration No.(s)  10-01-1998 U.S. Patent & TMO/c/TM Mail Rcpt Dt. #70</p>
<p>4. A. Trademark Application No.(s) 75/343,415</p>	<p>Additional numbers attached? NO</p>
<p>5. Please return the recorded document and address all correspondence to: CHRISTIE, PARKER & HALE, LLP P.O. Box 7068 Pasadena, CA 91109-7068 Attention: Edward R. Schwartz</p>	<p>6. Total number of applications or registrations involved..... 1</p> <p>7. <input checked="" type="checkbox"/> Total fee enclosed (37 CFR 3.41): \$ 40.00</p> <p>8. <input checked="" type="checkbox"/> Any deficiency or overpayment of fees should be charged or credited to Deposit Account No. 03-1728, except for payment of issue fees required under 37 CFR § 1.18. Please show our docket number with any credit or charge to our Deposit Account.</p>
<p>10. <input type="checkbox"/> Explanatory letter is enclosed.</p>	
<p>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. Date: September 28, 1998 By <u></u> Name: Edward R. Schwartz 626/795-9900; 213/681-1800</p> <p>Total number of pages including cover sheet, attachments, and document: 2</p>	

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TRADEMARK
REEL: 1802 FRAME: 0536

TRADEMARK ASSIGNMENT

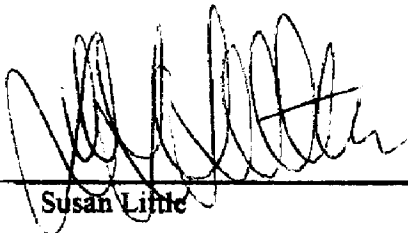
WHEREAS, SUSAN LITTLE, an individual, having a residence address of 2191 Canyon Drive, Costa Mesa, California 92627 ("ASSIGNOR" herein), has used the mark TOO FACED and is the owner of the application for the mark in the United States Patent and Trademark Office;

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
TOO FACED	75/343415	August 19, 1997

WHEREAS, JERROD W. BLANDINO, an individual, having a business address of 25 Ibiza Aisle, Irvine, California 92614 ("ASSIGNEE" herein), desires to acquire said mark and the above-identified application therefor together with the goodwill of the business in connection with which said mark is used;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all rights, title and interest in and to the above mark and the above-identified application therefor, and all rights and privileges pertaining to said mark, together with the goodwill of the business symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time to time, execute all instruments and documents necessary to maintain, preserve or protect the mark and its registration, and to perfect the record title of ASSIGNEE in and to said mark and its registration.



Susan Little