

10-29-1998

Form PTO-1594

RE



U.S. Department of Commerce  
Patent and Trademark Office

100864533

10-19-98

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

1. Name of conveying party(ies):  
 More O'Ferrall Public Limited Company  
 Individual(s)       Association  
 General Partnership       Limited  
 Corporation-State - Partnership  
 Other: United Kingdom Company  
 Additional name(s) of conveying party(ies) attached?  
 Yes     No

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other

Execution Date: October 23, 1996

2. Name and address of receiving party(ies):  
 Name: More Group PLC  
 Internal Address:  
 Street Address: 33 Golden Square  
 City: London    Country: England    Zip: W1R 3PA  
 Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State  
 Other - United Kingdom Public Limited Company  
 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 names(s) & address(es) attached?  
 Yes     No

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
 75/180,983    75/480,715    and 75/412,674

B. Trademark registration No.(s)

Additional numbers attached?  Yes     No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Rachel S. Jozefacki  
 Internal Address: Foley & Lardner

Street Address: 777 E. Wisconsin Avenue

City: Milwaukee    State: WI    Zip: 53202-5367

6. Total number of applications and registrations involved:.....[ 3 ]

7. Total fee (37 CFR 3.41): .....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account any fee deficiencies.

8. Deposit account number: 06-1447

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

10/28/1998 TTON11 00000205 75180983  
 01 FC:481 40.00 OP  
 02 FC:482 50.00 OP

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.*

Rachel S. Jozefacki  
 Name of Person Signing

Rachel S. Jozefacki  
 Signature

10/13/98  
 Date

Total Number of pages including cover sheet: [ 2 ]



**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

Company No. 309019

The Registrar of Companies for England and Wales hereby certifies that

**MORE O'FERRALL PUBLIC LIMITED COMPANY**

having by special resolution changed its name, is now incorporated  
under the name of

**MORE GROUP PLC**

Given at Companies House, London, the 23rd October 1996

**CERTIFIED A  
TRUE COPY**

COMPANY SECRETARY

For The Registrar Of Companies



**C O M P A N I E S H O U S E**

RECEIVED TIMEOCT. 7. 5:22AM

PRINT TIMEOCT. 7. 5:24AM

**TRADEMARK**

**RECORDED: 10/19/1998**

**REEL: 1805 FRAME: 0038**