

11-03-1998



100866100

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

10-19-98

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
  - Merger  Change of Name
  - Other
- Effective Date  
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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

11/03/1998 SBURMS 00000043 74394382

FOR OFFICE USE ONLY

01 FC:481 40.00 OP  
02 FC:482 850.00 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

TRADEMARK  
REEL: 1807 FRAME: 0199

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

**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)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1644094	1030122	1005366
1142650	1106174	189463
1045984	587003	899239
1849407	1905062	1903631
2034142	2064112	2062314
2093725	2088431	2090159
2121897	2130692	

**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)**

**Registration Number(s)**

<input type="text" value="74/394382"/>	<input type="text" value="75/347244"/>	<input type="text" value="75/348135"/>	<input type="text" value="790155"/>	<input type="text" value="1682086"/>	<input type="text" value="1811588"/>
<input type="text" value="75/351309"/>	<input type="text" value="75/430907"/>	<input type="text" value="75/430905"/>	<input type="text" value="579410"/>	<input type="text" value="1829878"/>	<input type="text" value="1905041"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1649556"/>	<input type="text" value="1909323"/>	<input type="text" value="1821431"/>

**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.

Arthur J. DeBaugh

October 14, 1998

Name of Person Signing

Signature

Date Signed

# SCHEDULE A

## U.S. Trademark Registrations

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>
THE INCREDIBLE SHAPER	1,644,094
COTTON FEELS	1,142,650
DIET SKINNY WAIST	1,045,984
FLEUR DE LACE	1,030,122
MS. SKINNY WAIST	1,106,174
SMOOTHIE	587,003
SMOOTHIE	1,005,366
STAY SLIM	189,463
THE SMOOTHER	899,239
TRIMLOOK	790,155
YOUNG SMOOTHIE	579,410
SLIMLOOK	1,649,556
CLASSIQUE BY SMOOTHIE	1,682,086
SMOOTH ADVANTAGE	1,829,878
SMOOTHIE SOLUTIONS	1,909,323
RENAISSANCE ROSE	1,811,588
WAIST ELIMINATOR	1,905,041
SOPHISTIQUE	1,821,431
DOES WHAT YOUR DIET DOESN'T!	1,849,407
BODY RE-FORMER	1,905,062
TONING TOPS	1,903,631

## SCHEDULE A (cont.)

### U.S. Trademark Registrations

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>
BEYOND BACKLESS	2,034,142
SHLIPP	2,064,112
DOES SOME OF WHAT YOUR DIET DOESN'T	2,062,314
DIMINISH	2,093,725
ANYTIME, ANYDAY...ANYWEAR	2,088,431
THIGHMIZER	2,090,159
RENOVATOR	2,121,897
COTTON 2000	2,130,692

### Pending U.S. Trademark Applications

<u>TRADEMARK</u>	<u>APPLICATION NO./ FILING DATE</u>
TUMMY TERMINATOR	74/394,382 / May 25, 1993
SLENDER SHADOW	75/347,244 / August 26, 1997
REAR RAISER	75/348,135 / August 27, 1997
TIME OFF	75/351,309 / September 3, 1997
SEDUCTIVELY SLIM	75/430,907 / February 9, 1998
NEVER TOO RICH OR TOO THIN	75/430,905 / February 9, 1998

UNITED STATES

TRADEMARK ASSIGNMENT

WHEREAS, THE STROUSE, ADLER COMPANY, a Delaware corporation having an office at 78 Olive Street, P.O. Box 1770, New Haven, Connecticut 06507 ("STROUSE, ADLER"), has adopted, used and/or is using and/or intends to use the trademarks listed in Schedule A hereto and is the owner of the corresponding trademark registrations and applications therefor in the United States Patent and Trademark Office also listed in Schedule A hereto, and is the owner of any and all goodwill of the business symbolized by the said trademarks;

WHEREAS, SPECIALTY INTIMATES INC., a corporation organized and existing under the laws of the State of Delaware, having an office at Three First National Plaza, Chicago, Illinois 60662 ("SPECIALTY"), is desirous of acquiring the trademarks, and the registrations and pending applications therefor;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, STROUSE, ADLER has sold, assigned and transferred and does hereby sell, assign and transfer to SPECIALTY the entire right, title and interest of STROUSE, ADLER in, to and under said trademarks, together with any and all goodwill of the business symbolized by the trademarks, the respective registrations and pending applications therefor together with the right to recover for any past infringement thereof and the right to file corresponding foreign applications.

STROUSE, ADLER and SPECIALTY agree to cooperate with each other, to execute and deliver such other documents, instruments of transfer or assignments, files, books and records and to do all such further acts and things as

may be reasonably required to secure for SPECIALTY, its successors and assigns, the entire right, title and interest in and to said marks.

The Commissioner of Patents and Trademarks is authorized and requested to issue the certificates of registration for the pending trademark applications to SPECIALTY.

IN WITNESS WHEREOF, STROUSE, ADLER has executed this instrument this 26<sup>th</sup> day of June, 1998.

THE STROUSE, ADLER COMPANY

By: *Paul McDonald*

ACKNOWLEDGMENT

UNITED STATES OF AMERICA )  
STATE OF CONNECTICUT )  
~~COMMONWEALTH OF MASSACHUSETTS~~ )ss:  
COUNTY OF NEW HAVEN )

On this 26 day of June, 1998, before me personally came, Paul McDonald, to me known and known to me to be the Chief Financial Officer of THE STROUSE, ADLER COMPANY, the assignor above-named, and acknowledged that he executed the foregoing instrument on behalf of said assignor and pursuant to authority duly received.

*Joseph P. Reppner*  
Notary Public

[SEAL]