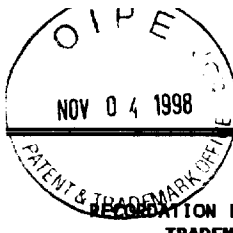


11-12-1998



100875588



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

REGISTRATION FORM COVER SHEET
TRADEMARKS ONLY

11/4/98

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

1. Name of conveying party(ies): Big Yank, LLC

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State
 A Limited Liability Company of New Jersey

Additional name(s) of conveying party(ies) attached?
 yes no

2. Name and address of receiving party(ies)?

Name: Société du Tour de France
Internal Address:
Street Address: 2 rue Rouget de Lisle
City Issy-Les-Moulineaux Country FRANCE Zip 92130

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - State FRANCE
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional name(s) & address(es) attached?
 Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: July 15, 1998

4. Application number(s) or registration number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s) 74/640,205 | B. Trademark Registration No.(s) 1,242,898

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

SUGHRUE, MION, ZINN, MACPEAK & SEAS, PLLC
2100 Pennsylvania Avenue, N.W.
Suite 800
Washington, D.C. 20037-3202
Ellen M. Baker

6. Total number of applications and registration involved: 2

7. Total Fee (37 CFR 3.41): \$65.00
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.

Authorized to be charged to Deposit Account

11/12/1998 SBURNS 00000060 74640205

01 FC 481 40.00 OP
02 FC 482 25.00 OP

8. Deposit Account No. 19-4880
(Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN 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.

Ellen M. Baker Nov. 4, 1998
Name Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion
Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1812 FRAME: 0043

Registration No.: 1,242,898
Issued: June 21, 1983
Mark: TOUR DE FRANCE
Assignee: Société du Tour de France

DESIGNATION OF DOMESTIC REPRESENTATIVE

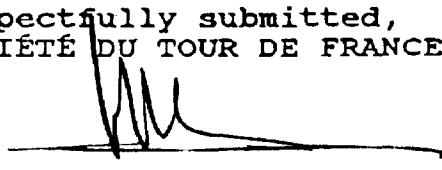
W.M. Webner, Esq., whose postal address is Sughrue, Mion, Zinn, Macpeak and Seas, PLLC, 2100 Pennsylvania Avenue, Suite 800, Washington, D.C. 20037, is hereby designated applicant's representative upon whom notices or process in proceedings affecting this mark may be served.

Respectfully submitted,
SOCIÉTÉ DU TOUR DE FRANCE

October 19, 1998

Date

By:



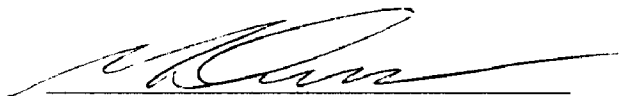
(Name): Jean-Marie LeBlanc
(Title): Managing Director

ASSIGNMENT

Big Yank, LLC, the owner of United States Trademark Registration No. 1,242,898 for TOUR DE FRANCE in International Class 25, and the owner of United States Trademark Application Serial No. 74/640,205 for TOUR DE FRANCE in International Class 25 does, for good and valuable consideration, herewith assign, quitclaim and without warranty or representation, its right, title and interest in the mark TOUR DE FRANCE and the above-identified U.S. registration and pending application therefor, along with the good will of the business associated therewith, to Societe du Tour de France, 2 rue Rouget de Lisle, 92130 Issy-Les-Moulineaux, France.

BIG YANK, LLC

Dated: July 15, 1998


By: Marc Weintraub
Title: Vice President
The Haddad Apparel Group (Member)