

11-19-1998



original documents or copy thereof.

Tab settings → → → ▼

To the Honorable Commissioners

100903329

1. Name of conveying party(ies):

JEAN E PELKOWSKI
29 Meridian Ave.
KINGS PARK, NY

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

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

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

Name: JASSABY INC

Internal Address: _____

Street Address: 2163 New Castle Ave

City: Cardiff State: CA ZIP: 92007

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State DELAWARE
- 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
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: 9-29-98

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1, 291, 645

Additional numbers attached? Yes No

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

Name: MARY Costello

Internal Address: Estee Lauder

Street Address: 767 FIFTH Ave.

City: New York State: NY ZIP: 10153

6. Total number of applications and registrations involved: _____

1

7. Total fee (37 CFR 3.41):..... \$ _____

- Enclosed
- Authorized to be charged to deposit account

Charge

8. Deposit account number:

05-1315

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

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.

MARY Costello
Name of Person Signing

Mary Costello
Signature

10/28/98
Date

Total number of pages comprising cover sheet: 1

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

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK ASSIGNMENT

WHEREAS, Jean E. Pelkowski, a United States citizen residing at 29 Meridian Avenue, Kings Park, New York (hereinafter the ASSIGNOR), and Sassaby Inc., a Delaware corporation, located at 2163 New Castle Avenue, Cardiff, California 92007 (hereinafter the ASSIGNEE):

WITNESSETH THAT:

WHEREAS, the ASSIGNOR is the owner of all right, title and interest in and to U.S. Trademark Registration No. 1,291, 645 and in and to the goodwill of the business relating thereto:

WHEREAS, the ASSIGNEE wishes to acquire from the ASSIGNOR all right, title and interest in and to the said trademark and registration, together with the goodwill of the business appertaining to and symbolized by said trademark;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the ASSIGNOR by these presents does hereby assign, sell, transfer, convey, and bequeath unto the ASSIGNEE his entire right, title and interest in and to the aforesaid trademark, including without limitation all common law rights therein and the aforesaid registration therefore, together with the right to recover for past infringement thereof, and the goodwill of the business in connection with which the aforesaid trademark is used and which is symbolized thereby.

This Assignment is effective as and from September 22, 1998.

Date: 9/29/98

By: Jean E. Pelkowski
Jean E. Pelkowski

The Estée Lauder Companies Inc.
767 Fifth Avenue
New York • NY • 10153
212 • 572 • 4200

D

October 28, 1998

ESTÉE
LAUDER
COMPANIES



10-28-1998

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #11

Asst. Comm. for Trademarks
2900 Crystal Drive
Arlington, Va 22202-3513

Re: U.S. Reg. No. 1,291,645 for SWEET CHEEKS
Recordal of Assignments
1. Robert Lunden to Jean E. Pelkowski
2. Jean E. Pelkowski to Sassaby Inc.

Dear Sirs:

I am enclosing herewith the following two assignments for recordal in U.S. Registration No. 1,291,645 for SWEET CHEEKS:

1. Robert Lunden to Jean E. Pelkowski
2. Jean E. Pelkowski to Sassaby Inc.

Please charge the fees due to Deposit Account No. 05-1315 in the name of Estee Lauder Companies.

Sincerely,

Mary Costello
Trademark Paralegal

MC
Enc.

EXPRESS MAILING CERTIFICATE

Express Mail No. EM007382661US

Date: 10/28/98

This is to certify that this paper is being deposited with the United States Postal Services as Express Mail Post Office to Addressee service under 37 CFC 1.10 on the date indicated above and is addressed to Asst. Comm. for Trademarks, 2900 Crystal Drive, Arlington, Va. 22202-3513.

TRADEMARK
REEL: 1815 FRAME: 0622

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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Mary Costello
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