

11-18-1998



100901285

Reference No. 1773

HEET
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Mar 11-13-98

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

1. Name of conveying party(ies):

DAVID WHITE, INC.

- Individuals
- 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):

JUSTAY, INC.
1612 East 14th Street
Los Angeles, CA 90022

- Individual(s) citizenship: _____
- Association: _____
- General Partnership: _____
- Limited Partnership: _____
- Corporation-State: California
- Other: _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:

Yes No

(Designation 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: October 29, 1998

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

A. Trademark Application No.(s)

75/297,381

B. Trademark registration No.(s)

11/17/1998 SBURNS 00000055 75297381

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Additional numbers attached? Yes No

5. Mail correspondence to:

Gregory N. Weisman, Esq.
REINIS & REINIS
550 So. Hope Street, 20th Floor
Los Angeles, CA 90071-2604

6. Total number of applications and registrations involved:

1

Attached is a check in the amount of \$ 40.00 the total fee due pursuant to 37 C.F.R. §3.41. The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required under 37 C.F.R. §3.41, or credit any overpayment, to Deposit Account No. _____. A copy of this Recordation Form Cover Sheet is enclosed.

7. 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.

Gregory N. Weisman

Name of Person Signing

Signature

11/2/98

Date

Total number of pages comprising cover sheet: 1

ASSIGNMENT OF TRADEMARK RIGHTS AND PENDING UNITED STATES
APPLICATION FOR FEDERAL REGISTRATION

WHEREAS, David White, Inc., a California corporation located at 11624 Terryhill Place, Los Angeles, California 90049 (hereinafter "White") has adopted, used and is using the trademark "SYRUP" (hereinafter the "Mark") in connection with the sale, offering for sale and advertising of branded wearing apparel bearing the Mark and is the owner of a pending United States application for federal registration of the Mark, serial number 75/297,381 (filing date May 5, 1997), and

WHEREAS, White has made use of the Mark in commerce and has sent for filing with the Patent & Trademark Office an executed Allegation of Use, and

WHEREAS, Justay, Inc., a California corporation located at 1612 East 14th Street, Los Angeles, California 90022 (hereinafter "Justay"), is desirous of acquiring said trademark and pending application serial number 75/297,381 for federal registration thereof;

1. NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, White does hereby assign unto Justay all right, title and interest in and to the said trademark, together with the goodwill of the business symbolized by said trademark, and the above-identified application for federal registration thereof.

Dated: October 29, 1998

David White, Inc., a California corporation

By: _____

Its: pres

Dated: October 29, 1998

Justay, Inc., a California corporation

By: _____

Its: pres