

Form PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)

REC



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HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):

B. Levy & Son composed of Bernard Levy, Inc., a Delaware corporation, Benjamin E. Levy, Inc., a Delaware corporation, Lynn-Mark Corporation, a Florida corporation, and Leimeseater, Inc., a Florida corporation

- Individual(s)
- General Partnership
- Corporation-State
- Other MRD 1-15-98

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

2. Name and address of receiving party(ies)

Name: Jaguar Cars Limited

Internal Address: Browns Lane

Street Address: Allesley

City: Coventry State: England ZIP: CV5 9DR

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

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: October 20, 1998

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

A. Trademark Application No.(s)

75/120,951

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: Elizabeth F. Janda

Internal Address: Brooks & Kushman

Street Address: 1000 Town Center, 22nd Floor

City: Southfield State: MI Zip: 48075

01/19/1999 DNGUYEN 00000049 75120951

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41)

\$ 40.00

- Enclosed
- Authorized to be charged to Deposit Account

8. Deposit Account number:

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

01 FC:481

40.00 0P

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.

Elizabeth F. Janda
Name of Person Signing

Signature

January 11, 1998
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231

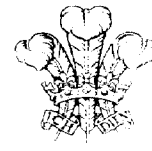
TRADEMARK
REEL: 1840 FRAME: 0871



BY APPOINTMENT TO
HER MAJESTY QUEEN ELIZABETH II
MANUFACTURERS OF DAIMLER AND JAGUAR CARS
JAGUAR CARS LIMITED COVENTRY



BY APPOINTMENT TO
HER MAJESTY QUEEN ELIZABETH
THE QUEENMOTHER
MANUFACTURERS OF DAIMLER AND JAGUAR CARS
JAGUAR CARS LIMITED COVENTRY



BY APPOINTMENT TO
HIS ROYAL HIGHNESS THE PRINCE OF WALES
MANUFACTURERS OF DAIMLER AND JAGUAR CARS
JAGUAR CARS LIMITED COVENTRY

Jaguar Cars Limited

Browns Lane
Allesley
Coventry CV5 9DR
England

Telephone: 01203 402121

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK: JAGUAR
SERIAL NO: 75/120,951
APPLICANT: Jaguar Cars Limited (by assignment)
ATTORNEY FILE NO: JAGU 0142 TUS

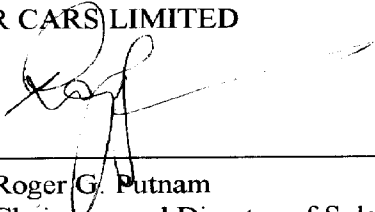
DESIGNATION OF DOMESTIC REPRESENTATIVE

COMMISSIONER OF PATENTS AND TRADEMARKS

Box Assignments
Washington, D.C. 20231

Elizabeth F. Janda, Maria Franck Angileri and George R. Mosher, all members of the State Bar of Michigan and the firm of BROOKS & KUSHMAN P.C., whose postal address is 1000 Town Center, Twenty-Second Floor, Southfield, Michigan 48075, are hereby designated applicant's representatives upon whom notice or process in proceedings affecting the mark may be served.

JAGUAR CARS LIMITED

By: 
Roger G. Putnam
Chairman and Director of Sales and Marketing

Date: Jan 6th 1999

Direct Telephone No:

Mailing Reference:

Fax No:

ASSIGNMENT

WHEREAS, B. Levy & Son, a Pennsylvania partnership, comprising Bernard Levy, Inc., a Delaware corporation, Benjamin E. Levy, Inc., a Delaware corporation, Lynn-Mark Corporation and Leimeseater, Inc., a Florida Corporation, located and doing business at 700 North-South Road, P.O. Box 671, Scranton, Pennsylvania 18501 (hereinafter referred to as "LEVY"), has adopted and is using the mark JAGUAR for footwear, and owns U.S. Application Serial No. 74/120,951;

WHEREAS, Jaguar Cars Limited, a United Kingdom corporation, located and having a principal place of business at Browns Lane, Allesley, Coventry, CV5 9DR, England (hereinafter referred to as "JAGUAR CARS"), is desirous of acquiring all right, title, and interest of LEVY in and to the JAGUAR trademark, including Application No. 74/120,951, together with the goodwill of the business symbolized by that mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, LEVY assigns to JAGUAR CARS all right, title, and interest which it possesses in and to the JAGUAR trademark, including Application No. 74/120,951, together with the goodwill of the business symbolized by that mark.

The undersigned warrants that he or she has the authority to enter into this Assignment on behalf of LEVY.

B. LEVY & SON

By  _____

Title VP _____

Date 10/20/98 _____

EXHIBIT B