

Form PTO-1594

(Rev. 6-93)

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

WRD
1-28-99
RECOI



100953621

ET 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) ___ Association
___ General Partnership ___ Limited Partnership
X Corporation-State
___ Other

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

3. Nature of conveyance:

X Assignment ___ Merger
___ Security Agreement ___ Change of Name
___ Other

Execution Date: October 20, 1998

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
X Other United Kingdom Corporation

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

(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ___ Yes X No

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

A. Trademark Application No.(s)
74/120,951

B. Trademark Registration No.(s)

Additional numbers attached? ___ Yes X 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

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) VOE \$40.00

___ Enclosed
___ Authorized to be charged to Deposit Account
X The filing fee was previously submitted

8. Deposit Account number:

(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 copies are true copy of the original document.

Elizabeth F. Janda

Name of Person Signing

Elizabeth F. Janda
Signature

January 14, 1999

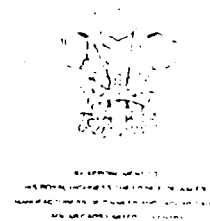
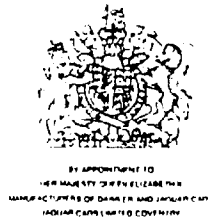
Date

Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK
REEL: 1846 FRAME: 0290

74/120,951
00000216 02/19/99
FC:401



Daimler

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: 74 /120,951
APPLICANT: Jaguar Cars Limited (by assignment)
ATTORNEY FILE NO: JAGU 0143 TUS

DESIGNATION OF DOMESTIC REPRESENTATIVE

COMMISSIONER OF PATENTS AND TRADEMARKS
Box Assignments
Washington, D.C. 20231

Elizabeth F. Janda, Maria Franek 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

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 10/26/98

EXHIBIT B

TRADEMARK