

03-25-1999



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

MED
3.18.99

Assignor	SPECIALTY MEDIA INC.
Reg./Ser. Nos.	1,741,211 and 1,309,511
Service Mark	THE GOURMET RETAILER

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. SPECIALTY MEDIA INC.
2. Name and Address of Receiving Party. BILL COMMUNICATIONS, INC., a New York corporation, 355 Park Avenue South; New York, N.Y. 10010-17.
3. Nature of Conveyance: Trademark Assignment. Execution Date: February 2, 1999.

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

Date: 3/18/99 AnneMarie Provino
AnneMarie Provino

03/25/1999 DNGUYEN 00000015 1741211

01 FC:481
02 FC:482

40.00 DP
25.00 DP

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REEL: 1873 FRAME: 0782

4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No., 28,352
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

5. Registration/Application Numbers: 1,741,211 and 1,309,511.

6. Total Number of Applications/Registrations Involved: 2.

7. Total Fee (37 CFR 3.41). \$65.00 due..

8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.

9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 4. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Gene S. Winter, Registration No., 28,352
Stephen P. McNamara, Registration No. 32,745
Attorneys for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

SCHEDULE "A"

TRADEMARK

REG/SERIAL NO.

THE GOURMET RETAILER

1,741,211

THE GOURMET RETAILER

1,309,511

00993-A0110A GSW

Trademark Assignment

WHEREAS, SPECIALTY MEDIA INC., a Florida corporation, having offices located at 3230 West Commercial Blvd., Fort Lauderdale, FL 33309; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth on Schedule "A" attached;

WHEREAS, on February 2, 1999, BILL COMMUNICATIONS, INC., a New York Corporation, having offices at 355 Park Avenue South; New York; NY 10010 (hereinafter referred to as ASSIGNEE) acquired from the Assignor all right, title and interest in and to said trade names and trademarks as set forth on Schedule "A" attached;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, effective February 2, 1999, all rights, title and interest in and to the said trade names and trademarks as set forth on Schedule "A" attached, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trade name and trademark.

Dated: February 2, 1999

SPECIALTY MEDIA INC.

By: _____
Name: ANNA BLANKS
Title: VICE PRESIDENT

**STATE OF
COUNTY OF**

: ss.
:

On this 2 day of February, 1999, before me personally came Anna Blanks of Specialty media Inc., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

BRIAN CHEBLI
Notary Public, State of New York
No. 43-6013479
Qualified in Richmond County
Commission Expires Sept. 14, 2000

Notary Public