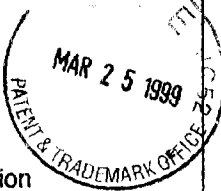


Tab settings ▼

To the Honorable Commissioner of Patents

1 original documents or copy thereof.

100996360



1. Name of conveying party(ies):

CLARIM HOLDINGS, INC.

- Individual(s)
- General Partnership
- Corporation-State (NY)
- Other

- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 16, 1997

2. Name and address of receiving party(ies)

Name: FRESH INTELLECTUAL PROPERTIES, INC.

Internal Address: _____

Street Address: 350-1013 Center Road

City: Wilmington State: DE ZIP: 19085

- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,010,543
2,014,029

Additional numbers attached? Yes No

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

Name: THOMAS M. GALGANO, ESQ.

Internal Address: GALGANO & BURKE

SUITE 135

03/31/1999 DNGUYEN 00000082 2010543

02 FC:481 40.00 OP
06 FC:482 25.00 OP
03 FC:998 15.00 OP
Street Address: 300 SHEBO DRIVE

City: HAUPPAUGE State: NY ZIP: 11788

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 80.00

- Enclosed
- Authorized to be charged to deposit account

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 copy is a true copy of the original document.

Thomas M. Galgano, Esq.
Name of Person Signing

Signature

3/25/99
Date

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

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

ASSIGNMENT

WHEREAS, CLARIM HOLDINGS, INC., a New York corporation with offices at 1600 Stewart Avenue, Westbury, New York 11590, is the owner of the marks registered in the U.S. Patent and Trademark Office (PTO) set forth in attached SCHEDULE I;


WHEREAS, FRESH INTELLECTUAL PROPERTIES, INC., a Delaware corporation, having offices at 350-1013 Center Road, Wilmington, Delaware 19085, is desirous of acquiring said marks and registrations;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, CLARIM HOLDINGS, INC., hereby assigns to FRESH INTELLECTUAL PROPERTIES, INC., all right, title and interest in and to said marks and the aforesaid registrations thereof as set forth in SCHEDULE I, together with the goodwill of the business connected with the use of and symbolized by said marks, as fully and entirely as the same would have been held and enjoyed by CLARIM HOLDINGS, INC., if this assignment had not been made; together with all claims for damages by reason of past infringement of said marks, with the right to sue for and collect the same for its own

use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.

Executed at Westbury, New York, and effective as of the 16th day of January, 1997.

CLARIM HOLDINGS, INC.

By 
Christopher McCann
Vice President

AG&B#G1\329\329-8\ASSIGN.CLA

SCHEDULE I

U.S. REGISTRATIONS

<u>Mark</u>	<u>Regis'n No.</u>	<u>Regis'n Date</u>
FLORAVERSITY	2,010,543	10/22/96
TELESERVE	2,014,029	11/5/96