

4-12-99



04-23-1999

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U.S. Patent & TMO/TM Mail Rcpt Dt. #22



101020553

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Assignment License

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Change of Name

Other

Effective Date
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Conveying Party

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Execution Date
Month Day Year

Name

Formerly

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Correspondent Name and Address

Area Code and Telephone Number

(212) 684-3900

Name

Donna L. Mirman, Esq.

Address (line 1)

Gottlieb, Rackman & Reisman, P.C.

Address (line 2)

New York, NY 10016

Address (line 3)

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Enter the total number of pages of the attached conveyance document including any attachments.

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2

Trademark Application Number(s) or Registration Number(s)

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Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1,531,068	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

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1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

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Method of Payment:

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Deposit Account

Deposit Account

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Deposit Account Number:

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07-1730

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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. Charges to deposit account are authorized, as indicated herein.

Donna L. Mirman

Name of Person Signing

Donna L. Mirman
Signature

4/9/99

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration)	
)	
No: 1,531,068)	
)	
Issued: March 21, 1989)	ASSIGNMENT OF
)	<u>REGISTRATION</u>
Registrant: K. O'Connor)	
Company, Inc.)	
)	
Class No. 30)	
)	
Mark: EFFIE MARIE'S)	

WHEREAS, K. O'Connor Company, Inc., a California corporation, having a principal place of business at 875 Mahler Road, #174, Burlingame, California 94010, is the owner of the EFFIE MARIE'S trademark, trade dress and brand, and U.S. Registration No. 1,531,068 for the trademark; and

WHEREAS, Price Candy Company, LLC, a Delaware limited liability corporation, having a principal place of business at 830 NE Underground Drive #161, Kansas City, MO 64161

_____, is desirous of acquiring said mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said K. O'Connor Company, Inc. does hereby assign, *nunc pro tunc* as of March 31, 1998, unto Price Candy Company, LLC, all right, title and interest in and to the EFFIE MARIE'S trademark, trade dress and brand, and U.S.

Registration No. 1,531,068 for the trademark, together with the good will of the business associated therewith, the above-identified registration, and all causes of action relating thereto.

K. O'Connor Company, Inc.

Dated: 4-16-98

By Karen O'Connor

Its Karen O'Connor
President

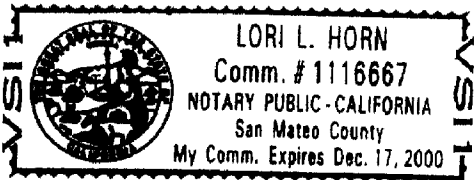
State of CALIFORNIA

County of SAN MATEO

On 4-16-98 before me, LOEIL L. HORN, NOTARY PUBLIC, personally appeared KAREN O'CONNOR, personally known to me ~~or~~ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Lori L. Horn
Signature of Notary



GOTTLIEB, RACKMAN & REISMAN, P.C.

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MICHAEL I. RACKMAN
GEORGE GOTTLIEB
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April 9, 1999

Assistant Commissioner for
Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

BOX: ASSIGNMENTS

Re: Assignor: K. O'Connor Company, Inc.
Assignee: Price Candy Company, LLC
Mark: EFFIE MARIE'S
Reg. No.: 1,531,068
(Our File No.: 3583/5)

Dear Sir:

Enclosed for filing in connection with the above
referenced matter are:

1. Recordation Form Cover Sheet;
2. Trademark Assignment;
3. A check in the amount of \$40.00;
4. Certificate of Mailing; and
5. A self-addressed postcard.

The Assistant Commissioner is authorized to charge
any additional fees which may be required, or to credit any
overpayment, to our Deposit Account No. 07-1730.

Respectfully submitted,

GOTTLIEB, RACKMAN & REISMAN, P.C.


Donna L. Mirman

DLM/bh
Encls.

RECORDED: 04/12/1999

TRADEMARK
REEL: 1887 FRAME: 0043



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