

05-25-1999

NOTIFICATION FORM COVER SHEET

Docket No.:

REMARKS ONLY

M63 40256



Tab settings

To the Hon. 101044720

Remarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

InMarketing, Inc.
40 Westland Drive
Glen Cove, New York 11542

*MLD
5-3-99*

- Individual(s)
- General Partnership
- Corporation-State New York
- Other

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: Albertson's, Inc.

Internal Address: _____

Street Address: 250 Parkcenter Boulevard

City: Boise State: ID ZIP: 83726

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

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

Execution Date: April 8, 1999

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

A. Trademark Application No.(s)

75/174,582

B. Trademark Registration No.(s)

Additional numbers Yes No

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

Name: Anne Wang, Esq.

Internal Address: PRETTY, SCHROEDER &

POPLAWSKI

Street Address: 444 South Flower Street

19th Floor

City: Los Angeles, State: CA ZIP: 90071

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:

16-2460

05/25/1999 DNGUYEN 00000080 162460 75174582

01 FC:481 40.00 CH

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.

Anne Wang

Name of Person Signing

Annewang

Signature

4/19/99

Date

Total number of pages including cover sheet, attachments, and

3

SENT BY E. S. & F. AND CAPTAINS

ASSIGNMENT

WHEREAS, InMarketing, Inc., a New York corporation, having a principal place of business at 40 Westland Drive, Glen Cove, New York, 11542 (hereinafter "InMarketing"), owns and has a bona fide intention to use the Mark BABY'S FIRST BASICS, in connection with the following goods: newborn, infant, toddler and children's clothing and footwear, namely, underwear briefs and tops and one piece suits, bloomers, creepers, blouses, shirts, T-shirts, tank tops, jackets, coats, vests, skirts, dresses, gowns, pants, slacks, jeans, overalls, jump suits, namely, stretch one piece suits for play wear, sleep suits, namely, stretch one piece suits for sleeping, shorts, warm-up suits, jogging suits, play suits, sweat suits, sweat pants, sweat shirts, sweat shorts, sweat jackets, sleepwear, pajamas, nightgowns, shorts, sweaters, cardigans, pullovers, rompers, scarves, hats, caps, bonnets, headbands, panty hose, tights, stockings, hosiery, leotards, body suits, unitards, leggings, bibs, namely, textile bibs, diaper covers, namely, textile diaper covers, swimwear, snow suits, gloves, mittens, socks, shoes, booties, slippers, sneakers and sandals, boots, athletic shoes and footwear;

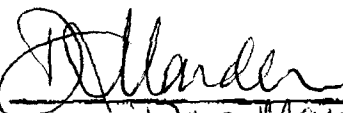
WHEREAS, InMarketing has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on InMarketing's bona fide intent to use the mark in commerce in connection with the above-identified goods, Application Serial No. 75/174,582, filed April 16, 1996; and

WHEREAS, Albertson's, Inc., a Delaware corporation, having a principal place of business at 250 Parkcenter Blvd., Boise, Idaho 83726 (hereinafter "Albertson's"), desires to acquire the relevant portion of the business of InMarketing in connection with which InMarketing has a bona fide intent to use the Mark and the pending Application;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said InMarketing hereby sells, assigns and transfers to Albertson's all right, title and interest in and to the Mark and the pending Application therefor, together with that relevant portion of InMarketing's business in connection with which it has a bona fide intention to use the Mark.

InMarketing, Inc.

Date: 4/8/99

By: 
Name: Dan Marder
Title: President