

MPO  
7/19/99

07-22-1999

Docket No.:



101098111

Tab settings

To the Honorable Commissioner of Patents

Attached original documents or copy thereof.

1. Name of conveying party(ies):

**Olympic Management Company, Inc.**  
**d/b/a Big Dog Cigars**  
**140 Main Street**  
**Imperial, PA 15126**

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

- Association
- Limited Partnership

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

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

Name: Big Dog Holdings, Inc.

Internal Address: \_\_\_\_\_

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA ZIP: 93101

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  No  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  No

3. Nature of conveyance:

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

Execution Date: July 6, 1999

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

A. Trademark Application No.(s)

75-291415

B. Trademark Registration No.(s)

Additional numbers  Yes  No

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

Name: Anthony J. Wall

Internal Address: \_\_\_\_\_

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA ZIP: 93101

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:

DO NOT USE THIS SPACE

07/21/1999 MTHAI1 00000181 75291415

01 FC 481 40.00 OP

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.

Anthony J. Wall

Name of Person Signing

Signature

7/7/99

Date

Total number of pages including cover sheet, attachments, and

3

TRADEMARK

REEL: 001931 FRAME: 0795

ASSIGNMENT OF TRADEMARKS

The Olympic Management, Inc., a Pennsylvania corporation having an address at 140 Main Street, Imperial, Pennsylvania 15126 ("Assignor"), for valuable consideration, the receipt and adequacy whereof are hereby acknowledged, hereby assigns and transfers to Big Dog Holdings, Inc., a Delaware corporation having an address at 121 Gray Avenue, Santa Barbara, California 93101 ("Assignee"), and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the trademarks, service marks, registrations of trademarks and service marks and applications for such registration, more fully identified in Schedule A attached hereto (hereinafter collectively and individually referred to as the "Trademarks");

B. The goodwill of the business connected with the use of and symbolized by the Trademarks; and

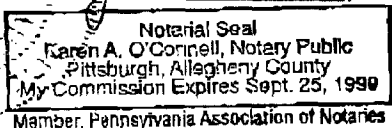
C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademarks or injury to said goodwill, together with the right to sue or recover the same in the Assignor's name.

In witness whereof, the undersigned has hereunto set his hand as of the date written below.

OLYMPIC MANAGEMENT, INC.

By: [Signature]  
Name: Kelly J Moore  
Title: President

Dated: June 30, 1999



*Karen A O'Connell*

Dated: 7/6/99, 1999

BIG DOG HOLDINGS, INC.

By: [Signature]  
Name: Anthony Wall  
Title: Exec. Vice President

**SCHEDULE A**

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>SER. NO.</u>	<u>FILING DATE</u>
Big Dog Cigars and Design			75/291,415	May 10, 1997