

08-16-1999



RECORD 101119327 SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New **8-9-99**  
 Resubmission (Non-Recordation)  
Document ID #   
 Correction of PTO Error  
Reel #  Frame #   
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Reel #  Frame #

Conveyance Type

Assignment  License  
 Security Agreement  Nunc Pro Tunc Assignment  
 Merger  
Effective Date  
Month Day Year   
 Change of Name  
 Other

Conveying Party

Mark if additional names of conveying parties attached

Name COLUMBIA INSURANCE COMPANY

Execution Date  
Month Day Year  
07/16/99

Formerly

Individual  General Partnership  Limited Partnership  Corporation  
 Other

08-09-1999

U.S. Patent & TM/OTC/TM Mail Rpt Dt. #47

Citizenship/State of Incorporation/Organization NEBRASKA

Receiving Party

Mark if additional names of receiving parties attached

Name AVENUE, INC., THE

DBA/AK/A/T/A

Composed of

Address (line 1) Little Falls Center II

Address (line 2) 2751 Centerville Rd., Suite 309

Address (line 3) Wilmington DE 19808

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

08/13/1999 MTHRI1 00000276 1174357

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Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

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**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

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

#

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

Mark if additional numbers attached

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)**

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

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**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.

Mitchell E. Radin

8/9/99

Name of Person Signing

Signature

Date Signed

EXHIBIT A

ASSIGNMENT

THIS ASSIGNMENT, effective the 16th day of July, 1999, by Columbia Insurance Company, a Nebraska corporation, ("Assignor") to The Avenue, Inc., a Delaware corporation ("Assignee").

RECITALS:

WHEREAS, Assignor hereby represents that it is the current owner in the United States and its territories of rights in the trademark CLOUD SOFT COMFORT for women's shoes ("Mark");

WHEREAS, Assignor is the owner of a registration in the United States Patent and Trademark Office for the trademark CLOUD SOFT COMFORT, Registration No. 1,174,357 ("Registration").

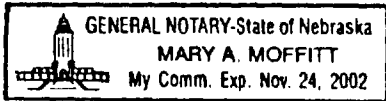
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest in the United States in and to the Registration and the Mark, together with the goodwill of the business symbolized by the Mark and the Registration, if any, including, but not limited to, the use of the Mark, all benefit of any and all prior use of the Mark, and any and all rights to initiate claims or proceedings for past, present or future infringements of Assignor's rights, title and interest to the Mark.

COLUMBIA INSURANCE COMPANY

Forrest N. Krutter  
By: Forrest N. Krutter  
Title: Senior Vice President

State of NEBRASKA )  
County of DOUGLAS ) ss.

On this 16th day of July, 1999, personally appeared Forrest N. Krutter, to me known to be the Senior Vice President of Columbia Insurance Company (the "Company"), the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of the Company.



Mary A. Moffitt  
Notary Public  
My Commission Expires: 11-24-2002

[Notary's seal]  
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