FORM PTO-1618A

10-05-1999

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CMB 0851-0027	
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RECORDATIO	N FORM COVER SHEET
TRADE	MARKS ONLY
	Please record the attached original document(s) or copy(les).
Submission Type	Conveyance Type
X New	XX Assignment License
Resubmission (Non-Recordation) Document ID #	Security Agreement Nunc Pro Tunc Assignment Effective Date
Correction of PTO Error	Merger Month Day Year 09-27-99
Reel # Frame #	Change of Name
Corrective Document	
Reel # Frame #	Other 13 7 3 3 3 0 1
Conveying Party	Mark if additional names of conveying parties attached Execution Date
Name Genesis Direct, Inc.	Month Day Year 09-27-99
Adula Genera Pilecti Inc.	
Formerly	
Individual General Partnership	Limited Partnership 🗶 Corporation 🔲 Association
Other	
X Citizenship/State of Incorporation/Organizat	ion Delaware
Receiving Party	Mark if additional names of receiving parties attached
Name Caren Martineau	
DBA/AKA/TA	
Composed of	
27 Woodland Avenue	
Address (line 1)	
Address (line 2)	
Address (line 3) Glen Ridge	New Jersey 07028
City	If document to be recorded is an
X Individual General Partnership	Limited Partnership assignment and the receiving party is not domicited in the United States, an
Corporation Association	appointment of a domestic representative should be attached.  (Designation must be a separate
Other	document from Assignment.)
Citizenship/State of Incorporation/Organiza	ion USA
Citizensnip/State of incorporation/Significan	OFFICE USE ONLY
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10,00 -	there are received, including time for reviewing the document and

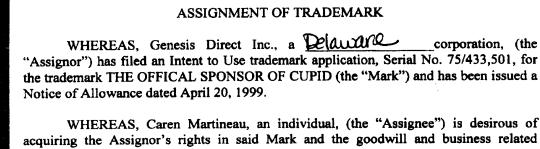
Mail documents to be recorded with required cover sheet(a) information to: Commissioner of Patents and Trademarks, Box Assignments , Washington, D.C. 20231

**TRADEMARK REEL: 001959 FRAME: 0018** 

FORM PTO-	-1618B Page 2	U.S. Department of Commerce Patent and Transmers Office			
CMB 0851-0027		TRADEMARK			
	Representative Name and Address Enter for the first Receiving Party	only.			
Name					
Address (line 1)					
Address (line 2)					
Address (line 3)					
Address (line 4)					
Correspond	dent Name and Address Area Code and Telephone Number 212-326-0	150			
Name	Stephen B. Rodner				
Address (line 1)	Pryor Cashman Sherman & Flynn LLP				
Address (line 2)	410 Park Avenue, 10th Floor				
Address (line 3)	New York, NY 10022				
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 add	Itional numbers attached			
Enter either th	re Trademark Application Number <u>or t</u> he Registration Number (DO NOT ENTER BOTH numbers for	the same property).			
75/4335	demark Approach in the state of				
73/4333					
L					
		J L			
Number of Properties Enter the total number of properties involved. # 1					
Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00					
	of Payment: Enclosed 🔀 Deposit Account 🔲				
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)					
12,55, 101	Deposit Account Names.				
	Authorization to charge additional fees: Yes	No L			
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					
indi	icated herein.	0), 100			
Stephen	n B. Rodner	Date Signed			
Name	e of Person Signing Signature	Dete Gildues			

TRADEMARK
REEL: 001959 FRAME: 0019

### ASSIGNMENT OF TRADEMARK



WHEREAS, Caren Martineau, an individual, (the "Assignee") is desirous of acquiring the Assignor's rights in said Mark and the goodwill and business related thereto.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to said Mark, together with the goodwill and business symbolized by the Mark, including without limitation, the Intent to Use Serial No. 75/433,501 and all rights to make any state, federal or foreign registrations of said Mark.

IN WITNESS WHEREOF, the Assignor has caused its duly authorized representative to execute this Trademark Assignment on the date and in the capacity shown below.

Date: September 27 1999

GENESIS DIRECT INC.

I hereby certify that the within Assignment of United States Postal Service under mailing label States Assistant Commissioner for Trademarks, 2900	Trademark is being 139994 Crystal Drive	deposited as  CS  Arlington,	"Expr	ress Mail" with and addressed 22202-3513,	the to: on
Dana L. Grubb					

06773-03/141050

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corporation, (the

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WRITER'S EMAIL: irodner@pryorcashman.com

October 1, 1999

### Via Express Mail

Commissioner of Patents and Trademarks Box Assignments Washington, D.C. 20231

Re:

Assignment of Trademarks for

"The Official Sponsor of Cupid", Serial No. 75/433501

Dear Sir or Madam:

Enclosed for recordation in the Patent and Trademark Office is an Assignment of Trademarks. Also enclosed is a check in the amount of \$40 to cover the fee and a confirmation postcard.

Thank you for your assistance.

Sincerely,
Stephen B. Rodner

SBR/dlg 06351-02/148183 Encs.

> TRADEMARK REEL: 001959 FRAME: 0021

**RECORDED: 10/01/1999**