

10-1-99

FORM PTO-1618A
Expires 08/20/98
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10-05-1999



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

OCT 1

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

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
09-27-99
- Change of Name
- Other 7543501

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
09-27-99

Name Genesis Direct, Inc.

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Caren Martineau

DBA/AKA/TA _____

Composed of _____

Address (line 1) 27 Woodland Avenue

Address (line 2) _____

Address (line 3) Glen Ridge New Jersey 07028
City State/Country Zip Code

- Individual General Partnership Limited Partnership Corporation Association
 - Other _____
- 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.)

Citizenship/State of Incorporation/Organization USA

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0851-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0851-0027, Patent and Trademark Assignment Process. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK
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Domestic Representative Name and Address Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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)		
<input type="text" value="75/433501"/>	<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"/>	<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 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.

ASSIGNMENT OF TRADEMARK

WHEREAS, Genesis Direct Inc., a Delaware corporation, (the "Assignor") has filed an Intent to Use trademark application, Serial No. 75/433,501, for the trademark THE OFFICAL SPONSOR OF CUPID (the "Mark") and has been issued a Notice of Allowance dated April 20, 1999.

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.

By: Henry L. Blum
(Name)
CEO
(Title)

I hereby certify that the within Assignment of Trademark is being deposited as "Express Mail" with the United States Postal Service under mailing label EI 739949 0 US and addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive Arlington, VA 22202-3513, on 10/1, 1999.

Dana L. Grubb
Dana L. Grubb

06773-03/141050

TRADEMARK
REEL: 001959 FRAME: 0020

PRYOR CASHMAN SHERMAN & FLYNN LLP

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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.

RECORDED: 10/01/1999

TRADEMARK
REEL: 001959 FRAME: 0021