



09-21-1999

09-10-1999



U.S. Patent & TMO/TM Mail Rcpt Dt. #11

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2 copy thereof.

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To the Honorable Commissioner of

1. Name of conveying party(ies):

Seymour Fabrick.

9-10-99

- Individual(s) U.S. citizen
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

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

Name: Beverly Heels, Inc.

Internal Address:

Street Address: 2116 Sacramento Street

City: Los Angeles State: CA ZIP: 90021

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

If assignee is not domiciled in the United States, domestic representative designation is attached: Yes No

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

3. Nature of conveyance:

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

Execution Date: September 2, 1999

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

A. Trademark Application No.(s)

did not receive the following

NO CHECK

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B. Trademark registration No.(s)

Reg. No. 845,069
Reg. No. 1,141,846

Additional numbers attached? Yes No

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

Name: Cleary & Komen, LLP

Internal Address: Attn: J. Michael Cleary

Street Address: 600 Pennsylvania Avenue, S.E.
Suite 200

City: Washington State: DC ZIP: 20003

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41): \$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
02-4500

(Attach duplicate copy of this page if paying by deposit account)

09/20/1999 DNGUYEN 00000351 024500 845069
01 FC:481 40.00 CH
02 FC:482 25.00 CH

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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.

J. Michael Cleary
Name of Person Signing

J. Michael Cleary
Signature

September 9, 1999

Date

Total number of pages comprising cover sheet:


1

ASSIGNMENT OF TRADEMARKS

WHEREAS, Seymour Fabrick, a U.S. citizen, is the owner of the trademarks DAISY and Design, Reg. No. 845,069, registered in the U.S. Patent and Trademark Office on February 27, 1968; and DAISY, Reg. No. 1,141,846, registered in the U.S. Patent and Trademark Office on November 25, 1980; and

WHEREAS, Beverly Heels, Inc., a California corporation, 2116 Sacramento Street, Los Angeles, California 90021 is desirous of acquiring said marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Seymour Fabrick does hereby assign unto said Beverly Heels, Inc. all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the registrations of such marks.



Seymour Fabrick
Date: Sept. 2, 1999.