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U.S. Patent & TMO/TM Mail Rcpt Dt. #39

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Recordation Form Cover Sheet
Trademarks

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Commissioner of Patents and Trademarks
Box Assignments
2900 Crystal Drive
Arlington, Virginia 22202-3513

To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

1. **Name of conveying party:** Mona Lisa Fashions, Inc., a corporation of the State of New York
2. **Name and address of receiving party:** Esteem Fashions, Inc.
433 Chabanel Street West
Suite 904
Quebec, Canada H2N 2J3
Allan Szynekarsky, Managing Director
3. **Nature of conveyance:** Assignment of Trademark
Execution date: August 3, 1999
4. **Registration number:** 1,813,951
5. **Name and address of party to whom correspondence concerning document should be mailed:**

Kurt D. Olender, Esq.
Reed Smith Shaw & McClay
One Riverfront Plaza
First Floor
Newark, New Jersey 07102
6. **Total number of applications and registrations involved:** 1
7. **Total fee (37 C.F.R. 3.41):** \$40.00 (check payable to Commissioner of Patents and Trademarks enclosed)
8. **Deposit account number:** n/a
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.

Allan Szynekarsky

Dated: Sept 7 1999

Pages: Cover sheet: 1 page
Attachments:
Assignment: 2 pages
Total pages: 3 pages

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ASSIGNMENT OF TRADEMARK

WHEREAS, MONA LISA FASHIONS, INC., a corporation organized and existing under the laws of the State of New York, with its principal place of business at 1407 Broadway, 34th Floor, New York, New York 10018 (“REGISTRANT”) is the registered owner of the mark “POEMS”, pursuant to the Certificate of Registration dated January 18, 1994, bearing Registration No. 1,813,951 (hereinafter the “Mark”); and

WHEREAS, ESTEEM FASHIONS, INC., a corporation organized and existing under the law of Canada, with its principal place of business at 433 Chabanel Street W., Suite 904, Montreal, Quebec, Canada, H2N 2J3 (“ESTEEM”) has acquired the Mark and the aforementioned Certificate of Registration pursuant to a certain Stipulation of Settlement and Mutual Release which was entered into between the parties.

NOW, THEREFORE, for the sum of five thousand five hundred dollars and no/100 (\$5,500.00), and other good and valuable legal consideration, receipt and sufficiency of which is hereby acknowledged, REGISTRANT hereby does assign to ESTEEM the following:

1. all right, title and interest whatsoever in and to the Mark of which REGISTRANT is possessed, together with the goodwill of the business symbolized by the mark and in connection with which the Mark is used;

2. all right, title and interest in and to the Certificate of Registration dated January 18, 1994, bearing Registration No. 1,813,951.

AGREED TO this 3rd day of ~~July~~ ^{August}, 1999.

Mona Lisa Fashions, Inc.

By: *N. Idnani*
Nelson Idnani, Vice President

State of New York)
County of New York) ss.

On this 3rd day of August, 1999, before me appeared Nelson Indani, the person who signed this instrument, who acknowledged that he signed it on behalf of the identified corporation with authority to do so.

Charles E. Temko
Notary Public

CHARLES E. TEMKO
Notary Public, State of New York
No. **TE3948943**
Qualified in **New York County**
Commission Expires 12/31/99