

10-04-1999



101160374

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

SECTION 1010

Mao
9/30/99

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 #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date
Month Day Year
 08 17 98

Conveying Party

Mark if additional names of conveying parties attached

Name CJVS, Inc. Execution Date
Month Day Year
 08 17 98

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization California

Receiving Party

Mark if additional names of receiving parties attached

Name Equitable Life Assurance Society of the United States

DBA/AKA/TA

Composed of

Address (line 1) 1290 Avenue of the Americas

Address (line 2)

Address (line 3) New York New York 10104
City State/Country Zip Code

Individual General Partnership Limited Partnership 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.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization New York

10/01/1999 DMGUYEN 00000363 2033053

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 25.00 OP

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 (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. 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

REEL: 001968 FRAME: 0586

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

212-827-9435

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,033,053"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,138,362"/>	<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.

Susan Crane

Name of Person Signing

SUSAN CRANE

Signature

9/28/99

Date Signed

UNITED STATES SERVICE MARK ASSIGNMENT

STATE OF GEORGIA)
) ss.
COUNTY OF FULTON)


WHEREAS, CJVS, Inc., a corporation organized and existing under the laws of California ("Assignor"), has adopted and is using the service marks listed on Exhibit "A" attached hereto, for which Assignor has obtained a Certificate of Registration from the United States Patent and Trademark Office ("PTO") or filed an application for registration with the PTO (hereinafter the "Marks"); and

WHEREAS, Equitable Life Assurance Society of the United States, a corporation organized and existing under the laws of New York ("Assignee"), desires to acquire all right, title and interest in and to the Marks and the registrations and applications for registration therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks, along with the registrations and applications for registration therefor, together with the goodwill of the business symbolized by the Marks and with the right to recover for damages, profits and all of the remedies for past infringement thereof.

This 17 day of August, 1998.

CJVS, Inc.

By: 

Name: Gary R. Sligar

Title: PRESIDENT

[SIGNATURE CONTINUED]

STATE OF Georgia)
) ss:
COUNTY OF Fulton)

On this 17 day of August, 1998, before me, a Notary Public in and for the State and County aforesaid, personally appeared Gary R. Sligar, known by me to be the person of the above name and an officer of CJVS, Inc. duly authorized to execute this Service Mark Assignment on behalf of CJVS, Inc. who signed and executed the foregoing instrument on behalf of CJVS, Inc.

Teresa Rose Dietz
Notary Public

My commission expires: _____

TERESA S. DIETZ
Notary Public, State of Georgia
Commission Expires May 18, 1999

(NOTARIAL SEAL)

EXHIBIT "A"

MARK

SERIAL/REGISITRATION NO.

LOOK THE INTERNATIONAL
SPORTSWEAR SHOW

2,033,053

CALIFORNIAMART THE WORLD'S
RESOURCE FOR FASHION

2,138,362