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To the Honorable Commissioner of Pa

101173423

Attached original documents or copy thereof.

1. Name of conveying party(ies):

SIMPLY RED RECORDS LIMITED

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

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

2. Name and address of receiving party(ies)

Name: MICK HUCKNALL

Internal Address:

Street Address: 1st Floor, Ducie Street

City: Manchester M1 2JW, United Kingdom State: ZIP:

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

If assignee is not domiciled in the United States, a 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, Merger, Security Agreement, Change of Name, Other

Execution Date: September 15, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1925102

Additional numbers attached? Yes No

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

Name: Lanning G. Bryer, Esq.

Internal Address: Ladas & Parry

Street Address: 26 West 61st Street

City: New York State: NY ZIP: 10023

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

n/a

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

DO NOT USE THIS SPACE

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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.

Lanning G. Bryer

Name of Person Signing

Signature

Date

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Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet Information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 001975 FRAME: 0955

(86/VIII)

IN THE MATTER OF

Trademark SIMPLY RED

Registration No.: 1925102

Dated: October 10, 1995

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Ladas & Parry, whose postal address is 26 West 61st Street, New York, New York 10023, United States of America, is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

STEPHEN A. GOLDSMITH

ALLAN S. PILSON

IAN JAY KAUFMAN

FREDERICK REICHWALD

ROBERT ALPERT

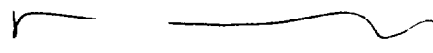
DANIEL F. ZENDEL

LANNING G. BRYER

JOSEPH J. VILLAPOL

MARY A. MOY

members of the Bar of the State of New York, c/o Ladas & Parry, 26 West 61st Street, New York, New York 10023, United States of America, to transact all business in the Patent Office in connection with the subject registration.



MICK HUCKNALL

September 15, 1999

(Date)

UNITED STATES OF AMERICA
ASSIGNMENT

WHEREAS, SIMPLY RED RECORDS LIMITED, a company organised under the laws of the United Kingdom, care of So What Arts Ltd, 1st Floor, 48 Princess Street, Manchester M1 6HR, United Kingdom, [hereinafter called the ASSIGNOR] has adopted and used the following Trademark registered in the United States Patent and Trademark Office:

SIMPLY RED

No. 1925102

Dated: October 10, 1995

AND WHEREAS, MICK HUCKNALL, a citizen of the United Kingdom, care of So What Arts Ltd, 1st Floor, Ducie House, Ducie Street, Manchester M1 2JW, United Kingdom, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademark and registration thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark.

Agreed to: [Signature]
for and on behalf (Signature)
SIMPLY RED RECORDS LIMITED

Mick Hucknall

(Title)

September 15, 1999
(Date)

[Signature]
Subject
MSB

[See over for Notarial Acknowledgement]

certificare il sottoscritto (cognome) Corvini, Bagnante, Notaio in Milano -
Collegio Notarile di Milano - che previa espressa rinuncia all'assistenza dei
testimoni il signor HUCKNALL, MICHAEL JAMES detto MICK, nato a
Manchester il giorno 6 giugno 1960 residente a Manchester (GB) presso So
what Arts Ltd, 1st Floor, Duce House, Duce Street, civile, della cui
identità personale lo Notaio sono certo, ha firmato in mia presenza.

Milano,

15 quindici settembre 1999 millenovecentonovantanove, nel mio studio.

Federico Corvini Bagnante
Notaio

