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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

11-15-1999

U.S. Patent & TMO/TM Mail Rpt Dt. #57

101212058

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

1. Name of conveying party(ies):

Deena, Inc.

MMA
11-15-99

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

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

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

Name: Lady Ester Lingerie Corporation

Internal Address: _____

Street Address: 16 East 34th St., 14th Fl.

City: New York State: NY ZIP: 10016

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York
- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: September 29, 1999

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

627,034

Additional numbers attached? Yes No

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

Name: Stephen L. Baker

Internal Address: _____

Street Address: 359 East Main Street

City: Somerville State: NJ ZIP: 08876

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:

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

11/30/1999 DNGUYEN 00000111 627034

DO NOT USE THIS SPACE

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40.00 OR

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.

Stephen L. Baker

Name of Person Signing

Signature

Date

Total number of pages: _____

1

REEL: 001993 FRAME: 0917

**ASSIGNMENT OF UNITED STATES TRADEMARK
AND REGISTRATION THEREFOR**

WHEREAS, Deena, Inc., a corporation of the State of California, located and doing business at 4201 North Marshall Way, Scottsdale, AZ 85251, has adopted, used and is using the mark which is registered in the U.S. Patent and Trademark Office as follows:

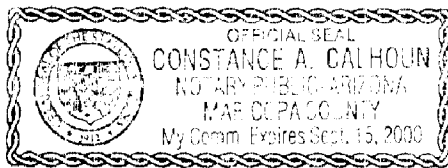
<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
Deena	627,034	5/15/96

WHEREAS, LADY ESTER LINGERIE CORPORATION, a corporation organized and doing business at 16 East 34th Street, 14th Floor, New York, NY 10016, is desirous of acquiring said mark, the registration therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Deena, Inc. does hereby assign unto LADY ESTER LINGERIE CORPORATION all right, title and interest in and to said mark and registration, together with the goodwill of the business symbolized by the said mark.

*State of Arizona
County of Maricopa*

Signed before me this date 9/29/99



Constance A Calhoun

Deena, Inc. *MATT KALUSH*

By: *Matt Kalush*

Title: *CF*

Date: *9/29/99*



11-15-1999

BAKER & FRIEDMAN

ATTORNEYS AT LAW

440 PARK AVENUE SOUTH

9TH FLOOR

NEW YORK 10016

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SOMERVILLE, N.J. 08876
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COPYRIGHTS, UNFAIR
COMPETITION AND
RELATED MATTERS

WRITER'S DIRECT DIAL

908-722-5640

212-481-7007

August 19, 1999

Assistant Commissioner
for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Attn: Assignment Division

RE: Assignment of Trademark Registrations
from Deena, Inc. to Lady Ester Lingerie Corp.
Mark: DEENA
Reg. No.: 627,034
Mark: LUCIE ANN
Reg. No.: 2,045,658
Mark: LUCIE ANN II
Reg. No.: 2,050,939

Dear Sir/Madam:

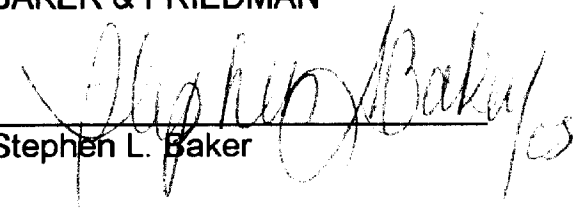
Enclosed herein please find three (3) original Assignments of United States Trademark and Registration Therefor with regard to the above-referenced matters. Kindly record the same and return them to the undersigned at our New Jersey address.

Also enclosed are three (3) postcards (please deposit in the U.S. Mail) and our checks totaling \$120.00 (\$40.00 per mark).

Should you have any questions, please call our toll free number 800-688-6529.

Yours very truly,

BAKER & FRIEDMAN

By: 
Stephen L. Baker

SLB/lj
enclosure
pto.cover

RECORDED: 11/15/1999

TRADEMARK
REEL: 001993 FRAME: 0919