



11-15-1999

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

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101212057

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

1. Name of conveying party(ies):

Deena, Inc.

*MH
11.5.99*

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

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

3. Nature of conveyance:

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

Execution Date: September 29, 1999

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

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,045,658

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)

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.

Stephen L. Baker

Name of Person Signing

Signature

Date

Total number of pages: _____

REEL: 001993 FRAME: 0958

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

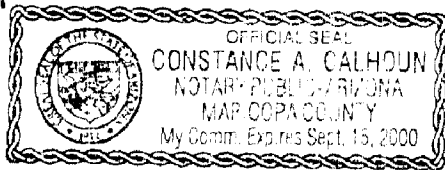
WHEREAS, Deena, Inc., a corporation of the State of California, located and doing business at 4201 North Marshall Way, Scottsdale, AZ 85251, has adopted, used and is using the mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
Lucie Ann	2,045,658	3/18/97

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: *[Signature]*
Date: *9/29/99*
Title: *[Signature]*