

04-26-2000

FORM PTO-16 8A  
Expires 06/30/99  
OMB 0651-0027



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U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

MRD 4.00

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

#### Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)   
City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

04/25/2000 JSHABAZZ 00000240 75739141

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40.00 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: 002059 FRAME: 0603**

**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

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" value="75/739,141"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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.

David W. Carstens

3/30/00

Name of Person Signing

Signature

Date Signed

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Assignee/Applicant:** Mascolo Brothers Limited  
**Serial No.:** 75/739,141  
**Mark:** CREATIVE GENIUS  
**International Class:** 3  
**Attorney Docket No.:** ATIG10175  
**Filing Date:** June 28, 1999

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

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

David W. Carstens, Esquire, with the Law Firm of Carstens, Yee & Cahoon, L.L.P., whose postal address is P.O. Box 802334, Dallas, Texas, 75380, telephone no. (972) 367-2001 and facsimile no. (972) 367-2002, is hereby designated domestic representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 9<sup>th</sup> day of March, 2000.

Respectfully submitted,



\_\_\_\_\_  
Bruno Mascolo  
Vice President  
Mascolo Brothers Limited

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** Bruno Mascolo and Gaetano Mascolo  
**Serial No.:** 75/739,141  
**Mark:** CREATIVE GENIUS  
**Filing Date:** June 28, 1999  
**Attorney Docket No.:** ATIGL0175

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

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made the 28<sup>th</sup> day of January, 2000, by Bruno Mascolo and Gaetano Mascolo ("Assignors") and Mascolo Brothers Limited, a corporation organized under the laws of the United Kingdom, ("Assignee").

**WHEREAS**, Assignors have used and are the owners of the trademark "CREATIVE GENIUS," together with common law rights therein (hereinafter, the "Trademark"); and

**WHEREAS**, the Trademark is the subject of U.S Serial No. 75/739,141; and

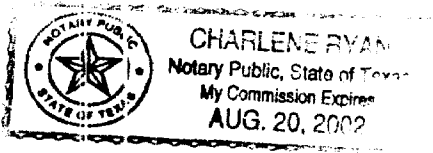
**WHEREAS**, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

**NOW THIS DEED WITNESSETH AS FOLLOWS:**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors' rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registration and application for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolute y.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: *Bruno Mascolo*  
Bruno Mascolo



By: *Gaetano Mascolo*  
Gaetano Mascolo

STATE OF TEXAS

BEFORE ME, on this day, personally appeared **Bruno Mascolo**, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 28<sup>th</sup> day of January, 2000.

My Commission Expires:  
Aug 20 2002

*Charlene Ryan*  
Notary Public

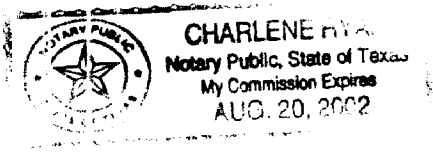
STATE OF TEXAS

BEFORE ME, on this day, personally appeared **Gaetano Mascolo**, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 28<sup>th</sup> day of January, 2000.

My Commission Expires:  
Aug 20 2002

*Charlene Ryan*  
Notary Public



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Applicant:** Bruno Mascolo and Gaetano Mascolo  
**Serial No.** 75/739.141  
**Filing Date:** June 28, 1999  
**Mark:** CREATIVE GENIUS  
**Docket No.:** ATIGL0175

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

## TRANSMITTAL

Enclosed are the following documents regarding the above-identified trademark:

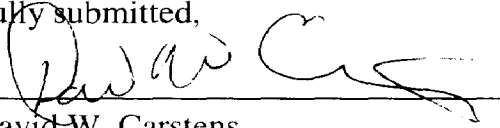
1. Recordation Form PTO-1618;
2. Trademark Assignment;
3. Check in the amount of \$40.00 for recordation fee;
4. Certificate of Mailing; and
5. Postcard Acknowledgement.

A \$40.00 fee is believed to be necessary for recordation of the enclosed assignment. A check in the amount of \$40.00 is enclosed in payment of this fee. No additional fees are believed to be necessary at this time. However, the Commissioner is hereby authorized to charge any additional fee or credit any overpayment of fees to Carstens, Yee & Cahoon, L.L.P. Deposit Account No. 50-0392.

Please date-stamp and return the enclosed self-addressed, postage-prepaid postcard to confirm receipt of these documents.

Respectfully submitted,

By:

  
David W. Carstens

ATTORNEY FOR APPLICANT

Date: March 28, 2000

CARSTENS, YEE & CAHOON, L.L.P.  
P.O. Box 802334  
Dallas, TX 75380  
Telephone 972.367.2001  
Facsimile 972.367.2002