

05-10-2000



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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
2 1 00

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
2 1 00

Name Imasco Limited

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Canada

Receiving Party

Mark if additional names of receiving parties attached

Name Matinee Company Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 3810 Ste-Antoine

Address (line 2) Montreal

Address (line 3) Quebec City Canada State/Country Zip Code

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Canada

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

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

05/09/2000 DNGUYEN 00000060 75804630

01 FC:481
02 FC:482

40.00 OP
175.00 OP

TRADEMARK
REEL: 002069 FRAME: 0506

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="75804630"/>	<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" value="0621670"/>	<input type="text" value="1766121"/>	<input type="text" value="1758665"/>
<input type="text" value="1746001"/>	<input type="text" value="1752813"/>	<input type="text" value="1883874"/>
<input type="text" value="2057639"/>	<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

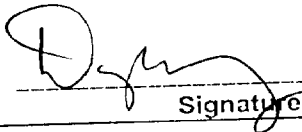
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) #

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.

Douglas R. Wolf
Name of Person Signing


Signature

April 13, 2000
Date Signed

SCHEDULE A

TRADE-MARKS TO BE TRANSFERRED TO: MATINEE COMPANY INC.

COUNTRY	MARK	KIND	APPLN. NO.	APPLN. DATE	REGN. NO.	REGN. DATE	RENEWAL DATE
United States	MATINÉE	Word Mark	71/683.047	03/08/1955	621670	02/21/1956	02/21/2006
United States	MATINÉE	Word & Design	74/270.517	04/29/1992	1.766.121	04/20/1993	04/20/2003
United States	MATINÉE EXTRA MILD	Word & Design	74/270.518	04/29/1992	1.758.665	03/16/1993	03/16/2003
United States	MATINÉE PEGASUS / WINGED HORSE	Logo	74/270.453	04/29/1992	1.746.001	01/12/1993	01/12/2003
United States	MATINÉE PEGASUS / WINGED HORSE	Logo	74/270.519	04/29/1992	1.752.813	02/16/1993	02/16/2003
United States	MATINÉE SLIMS	Word & Design	73/525.163	03/04/1985	1.883.874	03/14/1995	03/14/2005
United States	MATINÉE SLIMS	Word & Design	74/270.427	04/29/1992	2.057.639	04/29/1997	04/29/2007
United States	TASTEFULLY MILD UNE DOUCEUR QU	Word & Design	75/804.630	09/21/1999			

CONFIRMATORY ASSIGNMENT

WHEREAS, Imasco Limited, the full post office address of whose principal office or place of business is 600 de Maisonneuve Boulevard West, 20th Floor, City of Montreal, Province of Quebec, Canada (hereinafter referred to as "Assignor") is the registered owner in the United States of America of the trade-mark registrations and/or applications identified in Schedule "A" attached hereto (hereinafter "The Trade-marks");

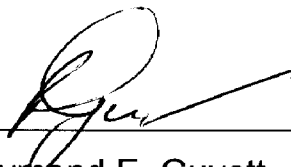
AND WHEREAS, Matinée Company Inc. the full post office address of whose principal office or place of business is 3810 Ste-Antoine, City of Montreal, Province of Quebec, Canada (hereinafter "Assignee"), is desirous of acquiring the rights to The Trade-marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby confirms that by agreement dated February 1, 2000, it has sold, assigned and transferred to Assignee all right, title and interest of Assignor in and to The Trade-marks, the business associated with The Trade-marks, the goodwill attaching to The Trade-marks, along with the right to recover for past infringement of The Trade-marks.

IN WITNESS WHEREOF, the parties have caused these presents to be executed under their corporate seals and the hands of their duly authorized officers, in the City of Toronto, Ontario, Canada, this 1st day of February, 2000.

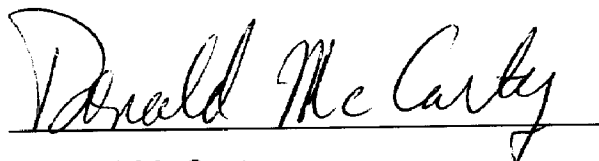
Imasco Limited



Raymond E. Guyatt

Executive Vice President and
Chief Financial Officer

Matinée Company Inc.



Donald McCarty

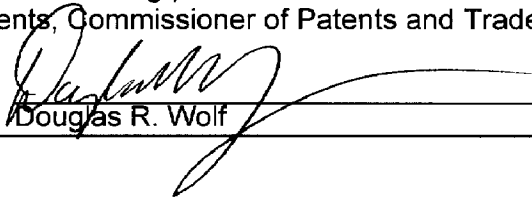
General Counsel and Secretary

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Company : Matinée Company Inc.
3810 Ste-Antoine
Montreal, Quebec, Canada
a corporation of Canada

CERTIFICATE OF MAILING UNDER 37 CFR §1.8(a)

The undersigned hereby certifies that this document is being placed in the United States mail with first-class postage attached, addressed to Box Assignments, Commissioner of Patents and Trademarks, Washington, D.C. 20231 on the 13th day of April, 2000.



Douglas R. Wolf

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

APPOINTMENT OF DOMESTIC REPRESENTATIVE

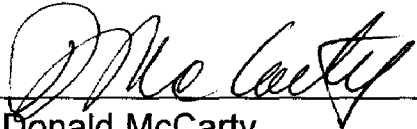
Sir:

David Wolf	John N. Anastasi	Jeffrey B. Powers
George L. Greenfield	Paul D. Sorkin	Lisa E. Winsor
Stanley Sacks	Gary S. Engelson	Mark Steinberg
Edward F. Perlman	Peter J. Gordon	Amir Rezaizideh
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Douglas R. Wolf	Neil P. Ferraro	
Elizabeth R. Plumer	Julie A. Beberman	

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whose post office address is Wolf, Greenfield & Sacks, P.C., 600 Atlantic Avenue, Boston, Massachusetts 02210, Telephone (617) 720-3500, are hereby designated Applicant's representatives upon whom notice or process of proceedings affecting all applications and registrations may be served.

Matinée Company Inc.

By: 
Name: Donald McCarty
Title: General Counsel and Secretary

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