

05/02/00

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

05-24-2000

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

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OPR/FINANCE

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

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.)

05/23/2000 JSHRBAZZ 00000106 75637207

FOR OFFICE USE ONLY

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(40.00 DP)

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: 002077 FRAME: 0438

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)

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

3/1/00

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional 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 the Assignment.*)

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)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee/Applicant: Mascolo Brothers Limited
Serial No.: 75/637207
Mark: TREAT ME RIGHT
International Class: 3
Attorney Docket No.: ATIGI.0106C
Filing Date: February 9, 1999

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 applicants' representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 26 day of April, 2000.

Respectfully submitted,



Bruno Mascolo
Vice President
Mascolo Brothers Limited

TRADEMARK ASSIGNMENT

This Trademark Assignment is made the 9th day of September, 1999, between Bruno Mascolo and Gaetano Mascolo ("**Assignors**"), and Mascolo Brothers Limited, a United Kingdom Company, located and doing business at 10/12 Davies Street, London, England W1Y 1LJ ("**Assignee**").

WHEREAS,

- I. Assignors have used and are the owners of the trademark listed in Schedule A, together with common law rights therein (hereinafter, the "Trademark"); and
- II. The Trademark is the subject of a federal registration, details of which are set out in Schedule A attached hereto; and,
- III. 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, including the registration listed in Exhibit A hereto, and the goodwill associated therewith.

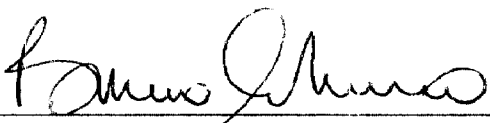
NOW THIS DEED WITNESSETH AS FOLLOWS:

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 listed in Schedule A hereto, 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 absolutely.

Assignors agree to assist Assignee in any ongoing or future disputes involving the validity, infringement, or ownership of the Trademark.

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

ASSIGNORS

By: 
Bruno Mascolo

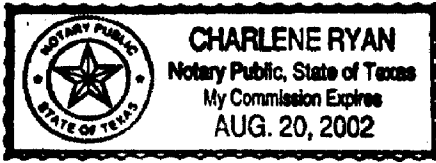
By: 
Gaetano Mascolo

STATE OF TEXAS

COUNTY OF DALLAS

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

Subscribed to and sworn to before me this 9th day of September, 1999.



Charlene Ryan

Notary Public in and for the State of Texas

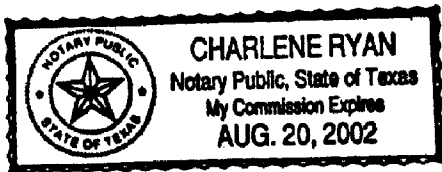
Printed Name: CHARLENE RYAN
My Commission Expires: 8/20/2002

STATE OF TEXAS

COUNTY OF DALLAS

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

Subscribed to and sworn to before me this 9th day of September, 1999.



Charlene Ryan

Notary Public in and for the State of Texas

Printed Name: CHARLENE RYAN
My Commission Expires: 8/20/2002

Schedule A

TRADEMARK

Treat Me Right

**U.S. OR STATE REGISTRATION
NO. OR U.S. APPLICATION NO. (SN)**

Serial No. 75/637207

GOODS INCLUDING:

Skin and Hair Care Products
International Class 3