

06-26-2000



TRADEMARK
Docket No. 7473-4002

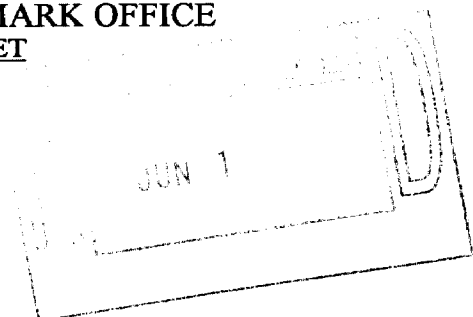
IN THE UNITED

101390037

MARK OFFICE

TRADEMARK RECORDATION COVER SHEET

HON. COMMISSIONER OF PATENTS AND TRADEMARKS
BOX ASSIGNMENTS
Washington, D.C. 20231



Sir: *Handwritten: LMD, Ce. 100*

Please record the attached original documents or copies thereof.

1. Submission Type:

- New
- Resubmission (Non-Recordation) - Document ID# _____
- Correction of PTO Error: Reel # _____ Frame # _____
- Corrective Document: Reel # _____ Frame # _____

2. Name Of Conveying Party(ies):

Name: **DFS Group L.P.**

Formerly _____

Execution Date (Month/Day/Year) **May 25, 2000**

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other _____

Citizenship/State of Incorporation: **Delaware**

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

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

Name: **LVMH Specialty Retail Concepts LLC**

DBA/AKA/TA: _____

Address: **One Front Street**

City: **San Francisco** State: **California** ZIP: **94111**

- Individual(s) _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation- _____
- Other: **Limited Liability Company**

Citizenship/State of Incorporation: **Delaware**

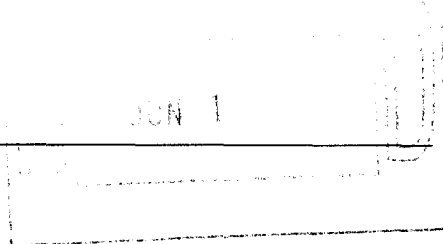
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If assignee is not domiciled in the U.S., a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached? Yes No



4. Conveyance Type:

- Assignment
- Security Agreement
- License
- Other
- Merger
- Change of Name
- Nunc Pro Tunc Assignment

Effective Date: _____ (if nunc pro tunc assignment)

5. Application Number(s) and marks or Registration Number(s) and marks:

- Trademark Application No.(s): **75/568,688** (Mark: **SYNCHRONY**)
- Trademark registration No.(s) _____ (Mark: _____); _____

Additional numbers attached? Yes No

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

Name: **Maren Coburn c/o Morgan & Finnegan L.L.P.**

Internal Address: _____

Street Address: **345 Park Avenue**

City **New York** State **New York** ZIP **10154**

Area Code and Telephone Number: **(212) 415-8777**

7. Total number of applications and registrations involved: **1**

8. Total fee (37 CFR 3.41):.....\$ **40.00**

- Enclosed
- Authorized to be charged to deposit account

9. Deposit Account Number: 13-4500. Authorization to charge additional fees to deposit account: Yes No

10. Statement and Signature

Charges to deposit account are authorized, as indicated herein

Maren Coburn
Name of Person Signing Maren Coburn Signature May 30, 2000 Date

Total amount of pages in cover sheet: 3

FORM: REC-TM.NY
Rev. 10/04/94

TRADEMARK ASSIGNMENT

WHEREAS, DFS GROUP L.P., a limited partnership duly organized and existing under the laws of the State of Delaware, having a business address at 525 Market Street, San Francisco, California 94105 (hereinafter "Assignor"), is the owner of a service mark application for SYNCHRONY as set forth on attached Schedule A; and

WHEREAS, LVMH Specialty Retail Concepts LLC, a limited liability company duly organized and existing under the laws of the State of Delaware, having a business address at One Front Street, San Francisco, California 94111, (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the application therefor, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

WHEREAS, Assignee is a successor to a portion of Assignor's business to which the mark pertains, which business is ongoing and existing;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, unto Assignee all right, title and interest in and to the said mark and the application therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary

by the Assignee, to the extent such evidence is in the possession or control of Assignor.

DFS GROUP L.P.

Dated: MAY 25, 2000

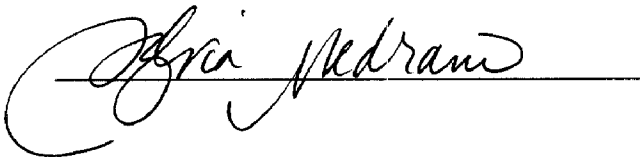
By: David Suzuki
David Suzuki
Assistant Secretary of DFS Group L.P., its
sole General Partner

State of California)
) ss.
County of San Francisco)

On May 26, 2000 before me, Sylvia Medrano, Notary Public in and for the State of California, personally appeared David A. Suzuki, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

STAMP

WITNESS my hand and official seal.



Document: Trademark Assignment
Date: May 25, 2000
No. of Pages: 2 + Schedule A (1 page)



SCHEDULE A

Applicant: DFS Group L.P.

Serial No.: 75/568,688

Mark: **SYNCHRONY**

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RECORDED: 06/10/2000

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