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To the Honorable Commissioner of Patent

101411165

red original documents or copy thereof.

## 1. Name of conveying party(ies):

HELEN OF TROY TEXAS CORPORATION

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State - Texas  
☐ Other \_\_\_\_\_

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

## 2. Name and address of receiving party(ies)

Name: DCNL, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1 Helen of Troy Plaza

City: El Paso State: Texas ZIP: 79912

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State Texas \_\_\_\_\_  
☐ 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

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: \_\_\_\_\_

## 4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75/855,790 filed November 23, 1999

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Stewart L. Gitler

Internal Address: Hoffman, Wasson & Gitler, P.C.  
Suite 522

07/20/2000 JSHADAZZ 00000106 75855790

01 FC:481

40.00 DP

Street Address: 2361 Jefferson Davis Highway

City: Arlington State: VA ZIP: 22202

## 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: Deficiencies only

08-2455

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 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.

Stewart L. Gitler

Name of Person Signing

Signature

6/27/00

Date

2

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231TRADEMARK  
REEL: 002107 FRAME: 0804

## ASSIGNMENT OF TRADEMARKS

Whereas, HELEN OF TROY TEXAS CORPORATION, a Texas corporation, doing business at 1 Helen of Troy Plaza, El Paso, Texas 79912, has intended to use the mark STRAIGHTEN\*MI in commerce and has filed applications therefor, but has not yet filed allegations of use under §1(c) or §1(d) of The Trademark Act, and

Whereas, HELEN OF TROY TEXAS CORPORATION is assigning the trademark identified in the application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060; and

Whereas, DCNL, Inc. a Texas corporation, doing business at 1 Helen of Troy Plaza, El Paso, Texas 79912, is desirous of acquiring the trademark and the pending intent-to-use application in the United States and in all foreign countries therefor;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, HELEN OF TROY TEXAS CORPORATION does hereby assign to DCNL, Inc. title and interest in and to the trademark in the United States and in all foreign countries and the goodwill of the business symbolized thereby.

**HELEN OF TROY TEXAS CORPORATION**

June 13, 2000  
Date

By: 

Gerald J. Rubin  
Chairman of the Board  
Chief Executive Officer