

08-31-2000

Docket No.:



101447487

Tab settings

To the Honorable Commissioner of Patents and Trademark

... original documents or copy thereof.

1. Name of conveying party  
Steven Madden, Ltd.



07-19-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #64

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

- ASSOCIATION
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 17, 2000

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

Name: Stevies, Inc.

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

Street Address: 52-16 Barnett Avenue

City: Long Island City State: NY ZIP: 11104

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Delaware**
- Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/888273    75/885684    75/808610  
 75/885683    75/885686    75/808620  
 75/885685    75/867022    75/913854

Additional numbers

B. Trademark Registration No.(s)

Yes  No

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

Name: Tucker & Latifi, LLP

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

Street Address: 160 East 84th Street

Suite 5-E

City: New York State: NY ZIP: 10028

6. Total number of applications and registrations involved:.....

12

7. Total fee (37 CFR 3.41):.....\$ 315.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

08/31/2000 INVENTEN 00000029 7500273

DO NOT USE THIS SPACE

01 FC:481  
02 FC:482

40.00 OP  
275.00 OP

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.

Afschineh Latifi, Esq.

Name of Person Signing

*Afschineh Latifi*  
Signature

July 18, 2000

Date

Total number of pages including cover sheet, attachments, and

6

<u>Mark</u>	<u>App. Serial No.</u>	<u>Int'l Class</u>
STEVIES	75/808,612	18
STEVIES plus Logo	75/913,855	28
STEVIES plus Logo	75/906,027	35

## U.S. Trademark Assignment

ASSIGNMENT made this 14<sup>th</sup> day of July, 2000, by Steven Madden, Ltd., a Delaware corporation with an office and place of business at 52-16 Barnett Avenue, Long Island City, New York 11104 ("Assignor").

WHEREAS, Assignor is the owner of and has adopted the STEVIES and STEVIES plus Logo marks covered under U.S. Application Serial Numbers listed on the annexed *Schedule A* (hereinafter collectively referred to as the "Marks"); and,

WHEREAS, Stevies, Inc., a Delaware corporation with an office and place of business at 52-16 Barnett Avenue, Long Island City, New York 11104 ("Assignee") wishes to acquire Assignor's right, title, and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Marks are used to Assignee.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of it's right, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are used including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made.

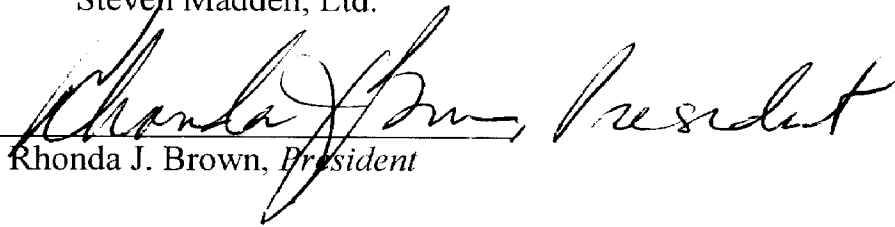
Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Marks in the United States.

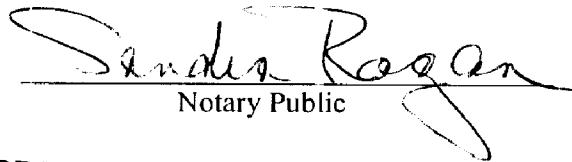
IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

Steven Madden, Ltd.

By:   
Rhonda J. Brown, *President*

State of New York                    }  
  ss:  
County of Queens                    }

On this 17<sup>th</sup> day of July, in the year 2000 before me, Rhonda J. Brown, the undersigned, personally appeared or known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and Rhonda J. Brown acknowledged to me that she executed the same in her capacity, and that by her signature on the instrument, the individual or the person upon behalf of which the individual acted, executed the instrument.

  
Notary Public

**SANDRA ROGAN, NOTARY PUBLIC  
STATE OF NEW YORK, COUNTY OF QUEENS  
REGISTRATION NO. 01RO6010452  
MY COMMISSION EXPIRES JULY 20, 2000**

<u>Mark</u>	<u>App. Serial No.</u>	<u>Int'l Class</u>
STEVIES	75/808,612	18
STEVIES	75/808,620	25
STEVIES	75/867,022	9
STEVIES	75/808,610	14
STEVIES plus Logo	75/885,685	14
STEVIES plus Logo	75/885,686	9
STEVIES plus Logo	75/885,684	18
STEVIES plus Logo	75/885,683	25
STEVIES plus Logo	75/888,273	26
STEVIES plus Logo	75/913,855	28
STEVIES plus Logo	75/906,027	35
STEVIES By Steve Madden	75/913,854	25

## Schedule A