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08-24-2000



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

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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 #
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

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)

- 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.)

08/23/2000 DNGUYEN 00000211 2170097

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01 FC:481
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40.00 DP
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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
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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)

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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.

Stephen Geanacopoulos, Esq.

7/26/00

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

For valuable consideration, EXCELL MANUFACTURING COMPANY, a Rhode Island corporation having a place of business at 70 Royal Little Drive, Providence, Rhode Island 02904, and its successors and assigns (collectively hereinafter the "Assignor"), hereby assign to HALLMARK SWEET, INC., a Rhode Island corporation having a place of business at 49 Pearl Street, Attleboro, Massachusetts 02703 (hereinafter the "Assignee"), Assignor's entire right, title and interest and associated goodwill in the servicemarks/trademarks set forth on Exhibit A attached hereto.

This assignment includes said United States servicemarks/trademarks and applications and any and all United States and foreign registrations and applications derived therefrom. Assignor agrees for itself and its successors, representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

IN WITNESS WHEREOF, Assignor hereby signs this assignment as of this 6th day of July, 2000.

EXCELL MANUFACTURING COMPANY

By: Howard M. Kilgus
Name: _____
Title: Pres.

STATE OF RHODE ISLAND
COUNTY OF PROVIDENCE

In said County and State, before me this 6th day of July, 2000, personally appeared Howard M. Kilgus, President of Excell Manufacturing Company, known to me to be the person whose name is subscribed to the foregoing assignment and he acknowledged that he executed the same as an officer of Excell Manufacturing Company as a free act and deed for the purpose therein contained.

Candace S. Karlson
Notary Public
My commission expires: 3/20/01

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EXHIBIT A

<u>Service mark/ Trademark</u>	<u>Registration Number</u>	<u>Issue Date</u>
Jeweler's Choice	2,170,097	June 30, 1998
Satin-Flex	1,674,988	Feb. 11, 1992
SofFlex	1,297,472	Sept. 25, 1984
XL	556,825	Apr. 1, 1952
EXCELL	2,021,549	Dec. 10, 1996
Excell XL design	556,824	Apr. 1, 1952
"B" logo	2,122,366	Dec. 16, 1997
"E" logo	2,120,545	Dec. 9, 1997

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