

09-29-2000



101474956

MPD  
9/20

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

Conveyance Type

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

- 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

Execution Date  
Month Day Year

Name

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  Association
- 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.)

09/28/2000 MTHAI1 00000301 0822921

FOR OFFICE USE ONLY

01 FC:481 40.00 DP  
02 FC:482 3525.00 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: 002143 FRAME: 0431

**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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0822921"/>	<input type="text" value="1089757"/>	<input type="text" value="0292573"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1597593"/>	<input type="text" value="1273663"/>	<input type="text" value="2154874"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1226758"/>	<input type="text" value="2189002"/>	<input type="text" value="2149284"/>

**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:

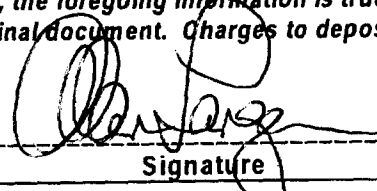
Yes  No

**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.

Alan S. Langer, Senior Counsel

Name of Person Signing



Signature

9/20/00

Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

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**RECORDATION FORM COVER SHEET  
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FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

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# ASSIGNMENT

WHEREAS J. C. Penney Company, Inc. ("Assignor"), a Delaware corporation, located and doing business at 6501 Legacy Drive, Plano, Texas 75024, is the owner of the trademarks in the attached Schedule A which are registered with the United States Patent and Trademark Office; and


WHEREAS J. C. Penney Private Brands, Inc., a Delaware corporation, located and doing business at 6501 Legacy Drive, Plano, Texas 75024, is desirous of acquiring said marks and registrations.

NOW, THEREFORE, as a contribution of capital from Assignor to J. C. Penney Private Brands, Inc. and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does, effective September 1, 1999, hereby assign to said to J. C. Penney Private Brands, Inc. all its right, title and interest in and to said marks, including all rights in the trade dress and packaging relating thereto, and any other rights which Assignor may have acquired with respect thereto pursuant to common law or any other law, together with the goodwill of the business symbolized by the marks and their respective registrations.

ASSIGNOR warrants and represents that it has made no prior assignment of the above identified registrations and there exists no mortgage, lien, or other encumbrance upon these said registrations; and that it has received no notices of, nor is it aware of, any claims by third parties of prior rights in and to the said marks.

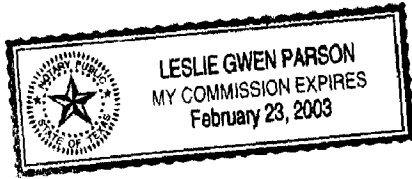
This Assignment is executed at Plano, Texas this 12<sup>th</sup> day of November, 1999.

J. C. Penney Company, Inc.

  
\_\_\_\_\_  
Donald A. McKay  
Executive Vice President and  
Chief Financial Officer

State of Texas        )  
County of Collin     )

On this 12 day of November, 1999 before me personally came Donald A. McKay to me known and known to me to be the Executive Vice President and Chief Financial Officer of J. C. Penney Company, Inc., the corporation described in and which executed the above instrument and acknowledged that she executed the foregoing Assignment on behalf of J. C. Penney Company, Inc. and pursuant to authority duly received.



*Leslie Gwen Parson*  
\_\_\_\_\_  
Notary Public  
State of Texas



<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
ACTION BACK	239,743	822,921
ACTIVE LEGS	96,919	1,089,757
ADONNA	321,549	292,573
ADONNA WOMAN	832,577	1,597,593
ALICIA	412,712	1,273,663
ALLISON ANN	75/267,771	2,154,874
APPARATUS	346,567	1,226,758
ARIZONA JEAN CO.	75/262,197	2,189,002
AZ	75/263,465	2,149,284
B. C. TEE BUSINESS CASUAL TEE	75/267,756	2,158,680
BETH MICHAELS	622,585	1,436,519
BIG MAC	448,221	977,365
BIG MAC	243,012	824,962
BIG MAC	167,191	164,833
BIG MAC AND DEVICE	277,504	1,210,578
BRIGHT FUTURE	75/320,236	2,195,308
CABIN CREEK	713,731	1,521,902
CABIN CREEK	614,707	1,440,616



<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
CAPITOL COLLECTION	73/519,227	1,354,370
CHRISTIE & JILL	74/245,295	2,140,713
CITY STREETS	462,812	1,319,486
CLASSIC TRADITIONS	74/110,209	1,658,249
COMFORT TOUCH	567,871	1,415,050
COMPASS & DEVICE	255,677	238,636
CREDENTIALS	387,408	1,263,690
DELICATES	641,241	1,489,415
DELICATES SPA	75/408,161	2,260,001
DENIM EXTRA	075,189	1,647,498
DIGITAL 5000 SERIES	650,375	1,460,726
DIVIDEND DOZEN	245,788	1,174,285
DIVIDENDS MATERNITY	75/380,783	2,210,945
DYNASTY	550,546	1,421,941
EAST 5 <sup>TH</sup>	427,620	1,294,525
EXECUTIVE QUARTERS	017,686	1,685,724
FASHION INFLUENCES	75/262,198	2,150,709

**SCHEDULE A**

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
FIFTH GEAR & DEVICE	461,640	1,309,147
FLEXSIDE	295,950	864,084
FLEXXTRA	432,233	971,914
GLENSHIRE	252,795	831,111
GLORIOUS & DEVICE	427,621	1,355,444
GREAT CONNECTIONS	449,355	1,298,926
HARD NOSE	242,110	1,162,585
HUNT CLUB	349,629	1,255,383
HUNT CLUB	338,101	1,249,042
HUNT CLUB	662,529	1,471,498
HUNT CLUB	331,560	1,221,838
HUNT CLUB	134,732	746,669
HUNT CLUB	371,277	1,245,843
HUNT CLUB & DESIGN	332,718	1,249,037
HUNT CLUB & DESIGN	338,100	1,249,041
HUNT CLUB & DESIGN	662,522	1,471,497
HUNT CLUB & DESIGN	349,628	1,255,382



**TRADEMARK**

**SERIAL NO.**

**REG. NO.**

HUNT CLUB & DESIGN (Golf ball with clubs)	75/313,455	2,192,093
J.T. BECKETT	583,957	1,441,275
JACQUELINE FERRAR	690,114	1,496,778
JACQUELINE FERRAR	545,162	1,378,110
JACQUELINE FERRAR	813,024	1,582,706
JACQUELINE FERRAR	545,161	1,377,400
JACQUELINE FERRAR	693,860	1,492,353
JACQUELINE FERRAR	017,685	1,642,442
JCPENNEY HOME COLLECTION	75/382,798	2,266,337
JCPENNEY HOME COLLECTION & DESIGN	75/400,174	2,266,424
JCPENNEY TOWEL, THE	600,741	1,421,983
JONATHAN MICHAEL	344,057	1,247,755
KOBE	379,648	1,261,491
LISETTE	75/323,165	2,197,706
LIZ BAKER	035,481	1,794,025
LIZ BAKER	411,929	1,276,301



<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
LUSTRE-SILK	237,801	1,211,108
MARIE BLYSE	73/699,031	1,498,750
MATCH FACTORY	196,784	1,145,079
MICHAEL JAMES	378,417	1,282,559
MIXED BLUES	650,173	1,463,678
MIXED BLUES	74/384,367	1,814,866
MIXIT	674,491	1,559,063
MIXIT	691,052	1,552,797
MORRO BAY	334,515	1,245,382
MOSS CREEK TRADERS	404,549	1,272,850
MOTTON JACKET	347,925	1,256,191
MOTTON PANTS	344,902	1,236,431
MOTTON SKIRT	344,901	1,236,430
NANA'S PET	73/316,324	1,203,687
NEW MOVES	567,870	1,398,622
NEW MOVES	74/323,165	1,771,577
OKIE-DOKIE	541,031	1,402,245
OKIE-DOKIE	75/327,048	2,195,381





<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
ORIGINAL ARIZONA JEAN CO., THE	74/681,437	1,978,252
ORIGINAL ARIZONA JEAN CO., THE	74/288,799	1,755,461
ORIGINAL ARIZONA JEAN CO., THE	74/445,281	1,909,273
ORIGINAL ARIZONA JEAN CO., THE	73/826,188	1,636,195
PAR FOUR	705,348	1,504,051
PAR-FOUR	409,187	1,270,847
PAR-FOUR	308,450	1,190,792
PENNCRAFT	209,453	813,357
PENNEYS	313,779	883,980
PICKET AND POST	161,419	785,246
PLAIN POCKETS	121,165	1,096,830
POSTURE ULTIMATE	632,088	1,461,936
POTOMAC COLLECTION	73/699,032	1,537,448
POTOMAC SPORT	73/750,521	1,536,485
PROTOCOL	74/212,407	1,703,294
QA LOGO	74/488,095	1,912,607
QUAIL RUN	351,395	1,227,636
RAFFERTY	509,323	1,370,232



<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
RANCHCRAFT	509,949	434,349
SANTA MOUSE	244,733	830,219
SANTA MOUSE	244,732	859,113
SENSIBLE SHEERS	75/320,000	2,187,573
SHEER TOES	226,062	1,234,117
SIMPLY FOR SPORTS	008,505	1,658,737
SIMPLY FOR SPORTS & DESIGN	008,504	1,657,851
SO SOFT BY 9-2-5	74/083,989	1,653,741
ST JOHN'S BAY	73/404,842	1,282,573
ST. JOHN'S BAY	73/636,097	1,455,438
STAFFORD	693,849	1,539,393
STAFFORD	344,864	1,275,257
STAFFORD	73/631,706	1,502,274
STAFFORD	701,325	1,510,969
STJOHN'SBAY	73/706,932	1,503,930
STRIDE WITH PRIDE	74/288,800	1,836,230
SUBTLE SHAPER	393,200	956,534



**TRADEMARK**

**SERIAL NO.**

**REG. NO.**

SUITED SEPARATES	290,901	1,208,556
SURROUND SOUND	304,737	1,207,043
SWEET TREATS	404,878	1,313,531
THE 9-2-5 COLLECTION	73/356,607	1,233,695
TIDEWATER TRADERS AND DESIGN	73/750,520	1,542,649
TOWNCRAFT	573,635	1,404,163
TOWNCRAFT	794,613	1,568,525
TOWNCRAFT	210,343	797,853
TOWNCRAFT	247,084	231,906
TRACK & COURT	73/463,140	1,340,898
TRACK & COURT	361,907	1,277,524
TRAVEL-COOL	101,030	714,777
ULTIMATE UPLIFT	75/113,587	2,124,369
ULTRAFORM	74/463,027	1,858,656
UNDERSORE	632,087	1,449,840
VANDIERKE	622,589	1,435,788
WEEKENDS IN CALIFORNIA AND DEVICE	333,819	1,252,323
WHITNEY BROOKS	73/750,582	1,537,400

**TRADEMARK**

**WINDSOR BAY**

**WORTHINGTON**

**YARN WORKS**

**SERIAL NO.**

338,425

646,168

770,113

**REG. NO.**

1,220,104

1,486,179

1,499,693



**TRADEMARK**

**REEL: 002143 FRAME: 0450**

**RECORDED: 09/20/2000**