

11-30-2000



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### 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

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

#### Conveyance Type

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

Effective Date  
Month Day Year  
**11 01 00**

#### Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year  
**11 01 00**

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

- 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.)

#### FOR OFFICE USE ONLY

11/30/2000 MTHAIL 00000094 75399297

FC:481 40.00 DP  
FC:482 475.00 DP

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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: 002182 FRAME: 0831

**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)**

<input type="text" value="75/399297"/>	<input type="text" value="75/399278"/>	<input type="text" value="75/547076"/>
<input type="text" value="75/698331"/>	<input type="text" value="75/698330"/>	<input type="text" value="75/857695"/>
<input type="text" value="75/857694"/>	<input type="text" value="75/857693"/>	<input type="text" value="75/866775"/>

**Registration Number(s)**

<input type="text" value="2246347"/>	<input type="text" value="2315792"/>	<input type="text" value="2316856"/>
<input type="text" value="2373989"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**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

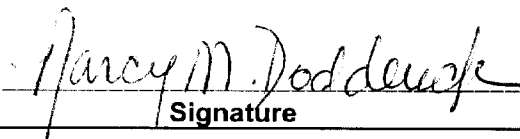
No

**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.

Nancy M. Dodderidge

Name of Person Signing



Signature

11/10/2000

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

**Conveying Party**

Mark if additional names of conveying parties attached

Enter Additional Conveying Party

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

Enter Additional Receiving Party

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

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**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)**

75/857692	85/857691	75/857690
76/017451	76/017495	76/067344
76/067343		


## Assignment of Trademarks

This Assignment of Trademarks is made as of the 1<sup>st</sup> day of November, 2000, by and between SUNSHINE MEDIA CORPORATION, a New Jersey corporation, with its principal place of business at 31 West 56<sup>th</sup> Street, New York, New York 10019 (the "Assignor"), and ALWAYS SUMMER, LLC, a New York limited liability company with its principal place of business at c/o I.M.T. Accessories, Inc., 15 West 36th Street, New York, New York 10018 (the "Assignee").

WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and registrations in the United States Patent and Trademark Office as delineated on Exhibit "A" annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefor, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefor, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.

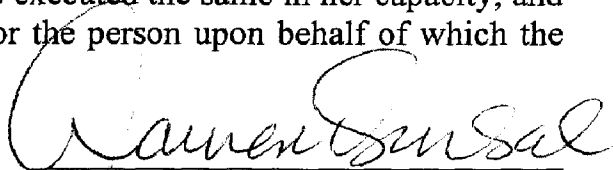
**IN WITNESS WHEREOF**, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

SUNSHINE MEDIA CORPORATION

By: Gall Sonnenschein, President  
Gall Sonnenschein, President

STATE OF NEW YORK                    )  
                                                  ) ss.:  
COUNTY OF NEW YORK                )

On the 1<sup>st</sup> day of November, in the year 2000, before me, the undersigned, a Notary Public, in and for said state, personally appeared Gail Sonnenschein, personally 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 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

LAUREN DURBAL  
Notary Public, State of New York  
No. 41-4711229  
Qualified in New York County  
Commission Expires June 30, 2002

**EXHIBIT A**

**BIKINI.COM (Federally Registered)**

Registration Number: 2,246,347

Date of Registration: May 18, 1999

Goods/Services: shirts

Request to Correct Certificate of Registration granted, re-print of corrected Certificate by PTO pending as of October 25, 2000.

Registration Number: 2315792

Date of Registration: February 8, 2000

Goods/Services: Providing information on beach sporting events, fashion shows, beauty contests, etc. via global communications information network

Registration Number: 2316856

Date of Registration: February 8, 2000

Goods/Services: T-shirts, tank tops, and sport caps

Registration Number: 2373989

Date of Registration: August 1, 2000

Goods/Services: Posters

**BIKINI.COM (pending)**

Serial Number: 75/399297

Goods/Services: trading cards, children's activity books, series of non-fiction books, notebook covers, picture books, magazines featuring activities on or around the beach, note pads, notebooks, calendars, gift wrap, bumper stickers, decals, paper flags, paper banners, paper hats, paper napkins, paper table cloths [PTO has advised Seller's counsel on 10/27/00 that it has lost contents of file.]

Serial Number: 75/399278

Goods/Services: television show, audio recording, motion picture film and videotape production.

Serial Number: 75/547076

Goods/Services: sweatshirts, sweatpants, turtlenecks, sweaters, dresses, jerseys, jackets, vests, nightshirts, pajamas, nightgowns, robes, pants, shorts, leggings, tights, skirts, socks, hats, visors, sweatbands, wristbands, bibs, bathing suits, wetsuits, cover-ups, sandals, thongs, boots, shoes, underwear and scarves

**Application suspended pending disposition of Registration No. 2,246,347; according to Examiner on 10/25/00, suspension should be lifted shortly.**

**Other Marks Pending:**

**BIKINIGRAM**

Serial Number: 75/698331

Goods/services: postcards consisting of images and text depicting activities which occur on or around the beach, swimsuit models and/or aquatic animals which are distributed by means of a global communication information network

**BIKINIVISION**

Serial Number: 75/698330

Goods/services: entertainment services, namely, providing digital images and text on beach sporting events like volleyball, surfing, in-line skating, swimming, running and body sculpting, and on fashion shows, beauty contests, models and photo shoots, all via a global communication information network

**DESIGN OF TIKI**

Serial Number: 75/857695

Goods/services: Paper and printed materials, namely, posters, pictures, postcards, greeting cards, pictorial prints, address books, book covers, magazines featuring activities on or around the beach, bookmarks, stickers, bumper stickers, decals, paper flags, paper banners, paper hats, note pads, day books, diaries, folders, lunch bags, printed invitations, gift wrapping paper, notebooks, notebook covers, paper tablecloths, paper napkins, bank checks, stickers, trading cards and stationery, children's activity books, series of non-fiction books, and calendars

**DESIGN OF TIKI**

Serial Number: 75/857694

Goods/services: Clothing, namely, shirts, polo/golf shirts, Hawaiian shirts, crop tops, tank tops, sweatshirts, turtlenecks, sweaters, jerseys, jackets, vests, dresses, skirts, nightshirts, pajamas, nightgowns, robes, pants, sweatpants, shorts, leggings, tights, socks, sports caps, hats, visors, sweatbands, wristbands, bibs, bathing suits, wetsuits, cover-ups, sandals, thongs, boots, shoes, underwear and scarves

**DESIGN OF TIKI**

Serial Number: 75/857693

Goods/services: Entertainment services, namely, production and distribution of motion picture films, television, videotapes and other audio, visual and audio-visual multimedia and interactive works; providing digital images and text on beach sporting events like volleyball, surfing, in-line skating, swimming, running and body sculpting, and on fashion shows, beauty contests and pageants, models and photo shoots, and live musical performances all via a global communication information network; sponsoring live events such as fashion shows and pageants, beach sporting events and concerts

## **DESIGN OF TIKI**

Serial Number: 75/866775

Goods/services: T-shirts

## **BIKINI.COM BOYS OF SUMMER**

Serial Number: 75/857692

Goods/services: Paper and printed materials, namely, posters, pictures, postcards, greeting cards, pictorial prints, address books, book covers, magazines featuring activities on or around the beach, bookmarks, stickers, bumper stickers, decals, paper flags, paper banners, paper hats, note pads, day books, diaries, folders, lunch bags, printed invitations, gift wrapping paper, notebooks, notebook covers, paper tablecloths, paper napkins, bank checks, stickers, trading cards and stationery, children's activity books, series of non-fiction books, and calendars

## **BIKINI.COM BOYS OF SUMMER**

Serial Number: 85/857691

Goods/services: Entertainment services, namely, production and distribution of motion picture films, television, videotapes and other audio, visual and audio-visual multimedia and interactive works; providing digital images and text on beach sporting events like volleyball, surfing, in-line skating, swimming, running and body sculpting, and on fashion shows, beauty contests and pageants, models and photo shoots, and live musical performances all via a global communication information network; sponsoring live events such as fashion shows and pageants, beach sporting events and concerts

## **THE WORLD'S BIGGEST BEACH PARTY**

Serial Number: 75/857690

Goods/services: Entertainment services, namely, production and distribution of motion picture films, television, videotapes and other audio, visual and audio-visual multimedia and interactive works; providing digital images and text on beach sporting events like volleyball, surfing, in-line skating, swimming, running and body sculpting, and on fashion shows, beauty contests and pageants, models and photo shoots, and live musical performances all via a global communication information network; sponsoring live events such as fashion shows and pageants, beach sporting events and concerts.

## **SUMMER OF . . . .**

Serial Number: 76/017451

Goods/Services: Multimedia software recorded on CD-Rom and CDI, pre-recorded video cassettes video discs and laser discs containing a soundtrack consisting of sound recordings of "oldies" and contemporary popular music featuring activities which occur on or around the beach and/or swimsuit models; audio-only compact discs consisting of sound recordings of "oldies" and contemporary popular music.



**TIKI BEACH**

Serial Number: 76/017495

Goods/Services: Trading cards, calendars, posters, children's activity books, series of non-fiction books, notebook covers, picture books, magazines featuring activities on or around the beach, note pads, greeting cards, address books, book covers, bookmarks, notebooks, day books, diaries, folders, lunch bags, printed invitations, gift wrapping paper, bank checks, stationery, bumper stickers, decals, paper flags, paper banners, paper hats, paper napkins, and paper table cloths.

**DESIGN OF AN OVAL BISECTED BY A WAVY LINE**

Serial numbers 76/067,344 and 76/067,343

**PENDING IN JAPAN**

Application for BIKINI.COM trademark in Classes 9, 16, 25, 28 and 41