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

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RECORDATION FORM COVER SHEET  
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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 #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- 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

continued

INTA/TL0697

Receiving Party

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Name

DBA/AKA/TA

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- Individual  General Partnership  Limited Partnership  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.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

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Mail documents to be recorded with required cover sheet(s) information to:  
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A S S I G N M E N T

WHEREAS, VICTORIA DAVIS, an individual residing at 4 Park Avenue, New York, New York 10016, hereinafter referred to as the ASSIGNOR, has used and is the owner by mesne assignment of the following trademark and the registration thereof in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
VICKY DAVIS	1,214,111	October 26, 1982

WHEREAS, IDEA INDUSTRIES, INC., a corporation organized and existing under the laws of the State of New York, and having its principal office and place of business at 51 Bluff Avenue, Greenwood Lake, New York 10925, hereinafter referred to as the ASSIGNEE, is desirous of acquiring said trademark together with the good will and business with which said trademark is used and which is symbolized by said trademark, and the registration thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, receipt of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR by these presents does hereby sell, transfer, convey and assign unto the said ASSIGNEE, its successors, heirs and

assigns, all right, title and interest in and to the said trademark and registration thereof in the United States together with the good will of the business in connection with which the said trademark is used and which is symbolized by said trademark.

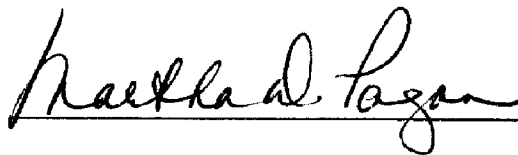
IN WITNESS WHEREOF, the said VICTORIA DAVIS has hereunto signed her name this 19 day of October, 2000.



VICTORIA DAVIS

STATE OF New York     )  
                                  ) s:  
COUNTY OF ORANGE     )

On this 19<sup>th</sup> day of October, 2000, before me, a notary public, personally came Victoria Davis to me known, who being by me duly sworn did depose and say that she is the individual described in and who executed the foregoing instrument, and acknowledged that she executed the same.



NOTARY PUBLIC

MARTHA D. PAGAN  
Notary Public, State of New York  
No. 01PA5070605  
Qualified in Orange County  
Commission Expires 12/23/2000

JJC/eeh/201VICKI