

12-06-2000



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner

See attached original documents or copy thereof.

1. Name of conveying party(ies):

11-16-00

Brand Name Management, Inc.
P.O. Box 8381
New York, New York 10150-8381

- Individual(s)
- General Partnership
- Corporation-State -**N.Y.**
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: **Owen Ryan**

Internal Address: **445 West 23rd Street**

Street Address:

City: **New York** State: **NY** ZIP: **10011**

Individual(s) citizenship **United States**

Association

General Partnership

Limited Partnership

Corporation-State

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: **September 23, 1998**

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Reg. No. 2,162,345 dated June 2, 1998

Additional numbers attached? Yes No

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

Name: **Jay H. Begler, Esq.**

Internal Address: **Buchanan Ingersoll P.C.**

Street Address: **140 Broadway**

City: **New York** State: **NY** ZIP: **10005**

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ **40.00**

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Jay H. Begler
Name of Person Signing

Signature

11/15/00
Date

Total number of pages including cover sheet, attachments, and document: 6

Mail documents to be recorded with required cover sheet information to:

TRADEMARK
REEL: 002188 FRAME: 0630

ASSIGNMENT

WHEREAS, BRAND NAME MANAGEMENT, INC., a New York corporation with its principal place of business at P.O. Box 8381, New York, N.Y. 10150-8381 (hereinafter "Assignor"), is the owner of the following mark and design which is registered in the United States Patent and Trademark Office:

Mark & Design Registration No. Registration Date

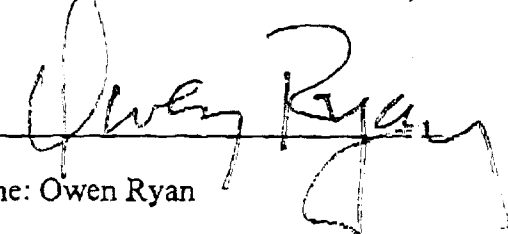
CRAYONS 2,162,345 June 2, 1998

WHEREAS, Owen Ryan, an individual and sole shareholder of Assignor, with his place of domicile at 445 West 23rd Street, New York, N.Y. 10011 (hereinafter "Assignee"), is desirous of acquiring said marks and said registrations thereof;

THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of the said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed as of September 23, 1998.

BRAND NAME MANAGEMENT, INC.

By: 

Name: Owen Ryan

Title: President

BUCHANAN INGERSOLL

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