

12-13-2000



101548688

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
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

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 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

12/13/2000 DNGUYEN 00000019 121095 75858131
01 FC:481 40.00 CH

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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

REEL: 002193 FRAME: 0954

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" value="75858131"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<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.

Gregory S. Gewirtz
Name of Person Signing


Signature

11/17/00
Date Signed

A S S I G N M E N T

WHEREAS, International Select Group, Inc. ("Assignor"), a New Jersey corporation, having a principal place of business at 711 Ginesi Drive, Morganville, NJ 07751, has adopted, used, and is still using the following trademark and application for federal registration thereof ("the Trademark") whose registration has been applied for in the United States Patent and Trademark Office:

<u>Application No.</u>	<u>Filing Date</u>	<u>Mark</u>
75/858,131	11/24/99	BELL'O

WHEREAS, Bell'O International, LLC ("Assignee"), a New Jersey limited liability corporation, having a present place of business at 711 Ginesi Drive, Morganville, NJ 07751, is the successor in interest to Assignor including that portion of the ongoing and existing business of Assignor that is pertinent to all products and services with which the Trademark has been and will be used.

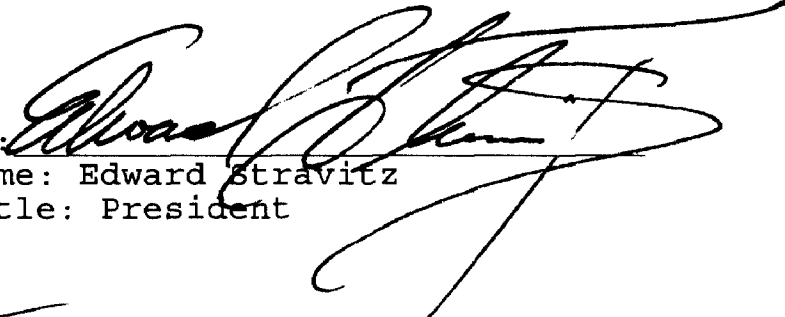
WHEREAS, Assignee is desirous of acquiring the Trademark and the application for registration thereof;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Trademark and said application, together with all of the rights to sue and recover for past and future infringements thereof, and the goodwill of

the business symbolized by the Trademark and the above-identified application thereof.

IN WITNESS WHEREOF, the Assignor has on the date identified herein below caused this Trademark Assignment to be executed and made effective

Dated: September 14, 2000

By: 
Name: Edward Stravitz
Title: President

Witness:

Edmund P. Hart

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