

12-1-00

12-15-2000

CE

Docket No. 18618.0010

TRADEMARK



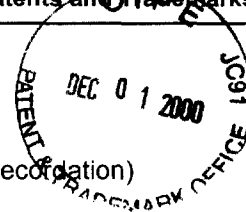
COVER SHEET

101552725

TO: The Commissioner of Patents and Trademarks. Please include the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recording)
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
5 30 1977
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
11 10 2000

Name SF Investments, Inc.

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

1649903

Name Esskay Investments, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1105 North Market Street

Address (line 2) _____

Address (line 3) Wilmington Delaware 19899
City State/Country Zip Code

- Individual
 - General Partnership
 - Limited Partnership
 - Corporation
 - Association
 - Other _____
 - Citizenship/State of Incorporation/Organization Delaware
- 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

12/13/2000 BYRNE 00000016 1649903
40.00

Mail documents to be recorded with required cover sheet(s) information to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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 202-663-8000

Name Eric T. Fingerhut
 Address (line 1) 2300 N Street, NW
 Address (line 2) Washington, D.C. 20037-1128
 Address (line 3) _____
 Address (line 4) _____

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 1

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)		
<u>1649903</u>	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Number of Properties Enter the total number of properties involved. # 1

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

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.

Eric T. Fingerhut
 Name of Person Signing


 Signature

11/30/00
 Date Signed

ASSIGNMENT OF TRADEMARK

WHEREAS, SF INVESTMENTS, INC., a Delaware corporation having a principal place of business at 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899 (hereinafter "ASSIGNOR") is the record owner of the trademark identified in Appendix A hereto and made a part hereof; and

WHEREAS, ESSKAY INVESTMENTS, INC., a Delaware corporation having a principal place of business at 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899 (hereinafter "ASSIGNEE") has acquired all of ASSIGNOR's rights, title and interest in and to the trademark listed in Appendix A hereto and the goodwill symbolized thereby, and is desirous of making said acquisition of record;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR confirms that it sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey to ASSIGNEE all rights, title and interest in and to the trademarks listed in Appendix A hereto, the goodwill symbolized thereby, and the United States Trademark Registration thereof, *nunc pro tunc* as of October 31, 1994.

The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this assignment.

SF INVESTMENTS, INC.

By: Walter Long

Title: Vice President

Date: 11/10/00

Subscribed and sworn to before me this 10th day of November, 2000.

Phyllis L. Kucharsky
Notary Public

PHYLLIS L. KUCHARSKY
NOTARY PUBLIC
STATE OF CALIFORNIA

SEAL

My Commission Expires: 11/10/02

APPENDIX A

Registration No.

Mark

1,649,603

ESSKAY & Design