

12-27-2000

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Form PTO-1504
1-31-92



HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of

101563586

attached original documents or copy hereof.

1. Name of conveying party(ies):

Joe Boxer Corporation

MMA
11.21.00

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State California
- Other _____

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

2. Name and address of receiving party(ies):

Name: Boxer Holdings, Inc.

Address: 1265 Folsom Street
San Francisco, California 94103

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State California
- 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) & addresses attached? Yes No

3. Nature of conveyance:

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

Execution Date: November 16, 2000

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

A. Trademark Application No.(s)
75/504,741

B. Trademark Registrat

11-21-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #01

Additional Numbers attached? Yes No

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

Name: Patrick Boisson

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....1

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

- Enclosed
 - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

(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.

Patrick Boisson
Name of Person Signing

Patrick Boisson
Signature

11/21/2000
Date

Total number of pages comprising cover sheet: _____

FZLZ File No.: JBOX USA TA-99/07605 LEA

OMB No. 0651-0011 (exp. 4/94)

TRADEMARK
REEL: 002200 FRAME: 0252

ASSIGNMENT

WHEREAS, Joe Boxer Corporation, a California corporation located and doing business at 1265 Folsom Street, San Francisco, California 94103 ("Assignor"), is the owner of the following trademark application in the United States:

<u>TRADEMARK</u>	<u>APPN. SER. NO.</u>	<u>DATE OF FILING</u>
JOE BOXER	75/504,741	June 18, 1998

WHEREAS, Boxer Holdings, Inc., a California corporation located and doing business at 1265 Folsom Street, San Francisco, California 94103 ("Assignee"), is desirous of acquiring said trademark application and all associated goodwill in said trademark; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named application therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

JOE BOXER CORPORATION

By: Birgit Kelley
(Signature)

Name: Birgit Kelley
(Printed or typed)

Title: Sr. VP Licensing

Date: 11-16-00

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