

03-21-2001

FORM PTO-1594

RE



R SHEET

U.S. DEPARTMENT OF COMMERCE

(Rev 6-93)

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

101644058

LY

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Lifung.com, Inc.

3.5.01

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

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

3. Nature of conveyance:

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

Execution Date: February 7, 2001

2. Name and address of receiving party(ies)

Name: The Elder-Beerman Stores Corp.

Internal Address: _____

Street Address: 3155 El-Bee Road

City: Dayton State: OH Zip: 45439

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Ohio
- 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(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,798,768

Additional numbers attached? Yes No

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

Thomas W. Flynn, Esq.
Biebel & French LPA
35 East First Street
Dayton, OH 45402

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: 02-2262

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

Control No. T2940 Re: ELD 127 T2

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.

Thomas W. Flynn
Name of Person Signing
Reg. No. 21,097

Signature

2-27-01
Date

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

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

TRADEMARK
REEL: 002254 FRAME: 0118

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Lifung.com, Inc., a Delaware corporation (“Assignor”) having a place of business at Ghirardelli Square, 851 Beach Street, Suite F100, San Francisco, California 94109, is the owner of all right, title and interest in and is using a certain trademark in the context of its business which has been registered with the U.S. Patent and Trademark Office, as more fully set forth on Schedule A annexed hereto (the “Mark”); and

WHEREAS, The Elder-Beerman Stores Corp., an Ohio corporation (“Assignee”) having a place of business at 3155 El-Bee Road, Dayton, Ohio 45439, is desirous of acquiring said Mark, the goodwill associated therewith and the registration or application for registration thereof;

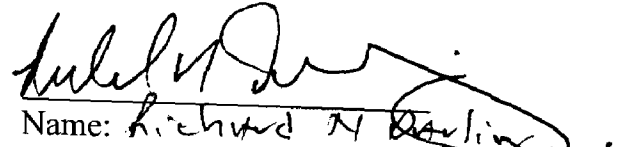
NOW, THEREFORE, by this document of assignment, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns, transfers, sells and conveys unto Assignee all its right, title and interest in and to said Mark and to the registration thereof and renewals for subsequent terms, together with the goodwill of the business acquired by and associated with the use of such Mark and the rights and privileges pertaining to such Mark, as well as the right to sue for past and present infringements thereof.

IN WITNESS WHEREOF, Assignor, expressly intending to be legally bound thereby,
has caused this Assignment to be duly executed this 7 day of ~~January~~ ^{February}, 2001.

LIFUNG.COM, INC.

ATTEST:

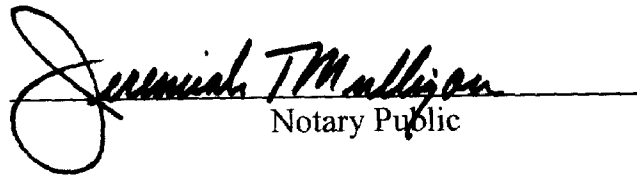
By:


Name: Richard N Darling
Title: Senior Vice President

CORPORATE SEAL

STATE OF NEW YORK)
) ss
COUNTY OF NEW YORK)

Before me, the undersigned, a Notary Public in and for the County aforesaid on this ~~7th~~ ^{February} day of ~~January~~, 2001, personally appeared Richard N Darling who, being by me duly sworn, did say that he is the Senior Vice President of Lifung.com, Inc. and that said instrument was signed on behalf of said corporation by authority of its board of directors and said corporation acknowledged said instrument to be free and deed of said corporation.


Notary Public

JEREMIAH T. MULLIGAN
Notary Public, State of New York
No. 31-02MU5087110
Qualified in New York County
Commission Expires October 27, 2001

SCHEDULE A

Trademark

U.S. Trademark Reg. No.

Reg. Date

DANIELLE MARTIN (Stylized)

1,798,768

October 12, 1993