

04-24-2001

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101684618

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

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Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger
  - Change of Name
  - Other
- Effective Date  
Month Day Year

MPS  
4.9.01

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

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

75942710

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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.)

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TRADEMARK  
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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)

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**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)

**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

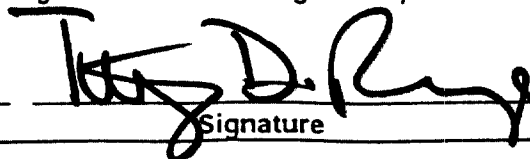
No

**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.

Timothy D. Pecsénye, Esquire

Name of Person Signing



Signature

4-9-01

Date Signed

## ASSIGNMENT OF TRADEMARK

This Agreement is made on the 31<sup>st</sup> day of March 2001, between **PARAMARK ENTERPRISES, INC.**, a Delaware corporation, with an address at One Harmon Plaza, Secaucus, New Jersey, 07094, ("ASSIGNOR"), and **RICH PRODUCTS MANUFACTURING CORPORATION**, a Delaware corporation, with an address at 1150 Niagara Street, Buffalo, New York, 14213 ("ASSIGNEE").

**WHEREAS**, ASSIGNOR has adopted the trademark listed in Appendix A for which it owns federal application in the United States Patent and Trademark Office;

**WHEREAS**, ASSIGNEE is desirous of acquiring said trademark and the application thereof;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all its right, title, and interest in and to said mark, together with the goodwill of the business symbolized by and associated with said trademark and trademark application thereof.

**IN TESTIMONY WHEREOF**, ASSIGNOR has executed this Assignment by a duly authorized officer

PARAMARK ENTERPRISES, INC.

By:



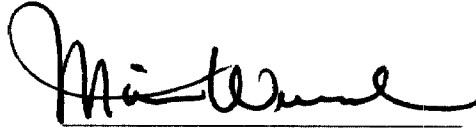
Alan S. Gottlich  
President

Dated: March 31, 2001

State of New Jersey

County of Bergen

On this 31<sup>st</sup> day of March, 2001, before me appeared Alan S. Gottlich, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Paramark Enterprises, Inc.



Notary Public

My Commission Expires: \_\_\_\_\_  
MARIANNE WUNSCH  
ID #2024636  
Expiration of Commission 2-2-2002

APPENDIX A  
APPLICATIONS

<u>Trademark</u>	<u>Serial Number</u>	<u>Date Filed</u>
STARBAKE BRANDS	75/942,710	March 13,2000