

04-26-2001

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



101688955

U.S. Patent and Trademark Office Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Beau Brummel/Sel-Leb Marketing, Inc.  
421 West Broadway  
New York, New York 10012

- Individual(s)
  - General Partnership
  - Corporation-State New York
  - Other
- Association
  - Limited Partnership

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

2. Name and address of receiving party(ies)  
Name: Beau Brummel SoHo, LLC  
Internal Address: c/o Markowitz & Roshco, LLP  
Street Address: 530 Fifth Avenue - 23rd FL  
City: New York State: NY ZIP: 10036

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company - New York

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) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment APR 12 2001  
 Security Agreement  
 Other

APR 12 2001

- Merger
- Change of Name

Execution Date: April 9, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

879,998  
521,764  
421,954

Additional numbers attached?  Yes  No

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

Name: Seth P. Markowitz  
Internal Address:

Street Address: Markowitz & Roshco, LLP  
530 Fifth Avenue - 23rd FL  
City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
(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.

Seth P. Markowitz  
Name of Person Signing

Signature

April 10, 2001  
Date

Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK  
REEL: 002280 FRAME: 0826

## **TRADEMARK ASSIGNMENT**

WHEREAS, Beau Brummel/SEL-LEB MARKETING, INC., a New York limited liability company, with offices at 421 West Broadway, New York, New York 10012 (hereinafter referred to as the "Assignor") is the owner of all right, title and interest in and to the common-law trademarks and U. S. trademark registrations in the United States Patent and Trademark Office set forth and more particularly described on Schedule A (hereinafter, the "Trademarks");

WHEREAS, Beau Brummel SoHo, LLC, a New York limited liability company, with offices at c/o Markowitz & Roshco, LLP, 530 Fifth Avenue, New York, New York 10036 (hereinafter called the "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the said Trademarks, any common law rights therein, and the registrations and applications therefor and, together with the goodwill of the business in connection with which the said Trademarks are used and which is symbolized by said Trademarks, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the said Trademarks and the registrations and applications therefor for the United States and throughout the world, as set forth and more particularly described on Schedule "A" hereto, together with the goodwill of the business in connection with which the said Trademarks are used and which is symbolized by said Trademarks, along with the right to recover for damages and profits for past infringements thereof.

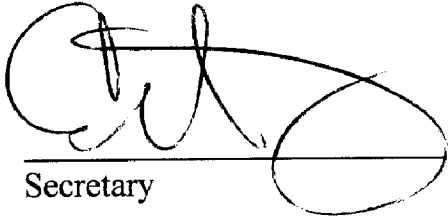
Assignor agrees to execute and deliver, at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title, and interest in and to the said Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

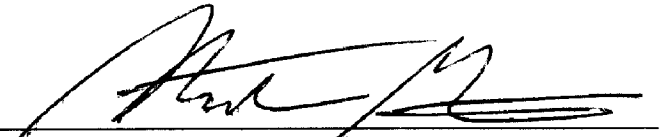
IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed as of the 9<sup>th</sup> day of April 2001.

ATTEST:

ASSIGNORS:

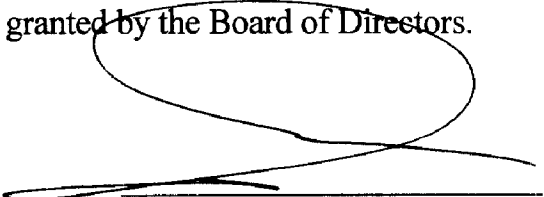
BEAU BRUMMEL/SEL-LEB MARKETING, INC.

  
Secretary

By:   
Name: Stephen Gutman  
Title: President

STATE OF NEW YORK }  
  }ss:  
COUNTY OF NEW YORK }

On the 9<sup>th</sup> day of April, 2001, before me, the undersigned, a notary public in and for said state, personally appeared STEPHEN GUTMAN personally known to me, who being by me duly sworn did depose and say that he is the PRESIDENT of BEAU BRUMMEL/SEL-LEB MARKETING, INC., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto pursuant to the authority granted by the Board of Directors.

  
NOTARY PUBLIC

DANIEL S. ROSHCO  
Notary Public, State of New York  
No. 02R05048670  
Qualified in New York County  
Commission Expires Aug. 28, ~~1997~~  
2001

TRADEMARKS ASSIGNED

<u>MARK</u>	<u>Registration Number</u>	<u>Registration Date</u>
BEAU BRUMMELL	879,998	November 4, 1969
BEAU BRUMMELL	521,764	March 7, 1950
BEAU BRUMMELL	421,954	June 25, 1946