

08-15-2001



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SHEET

U.S. DEPARTMENT OF COMMERCE  
U.S. 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):  
**Steele & Sons, Inc.**

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-Georgia  
 Other \_\_\_\_\_

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

08/06/01

2. Name and address of receiving party(ies)  
Name: **Madewell Products Corporation** AUG 6 2001

Internal Address: \_\_\_\_\_

Street Address: **7561-A Industrial Court**

City: **Alpharetta** State: **GA** Zip: **30004**

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State **Georgia**  
 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) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: **July 6, 2001**

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

A. Trademark Application No.(s) - \_\_\_\_\_

B. Trademark Registration No.(s) - **1976136**

Additional number(s) attached  Yes  No

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

Name: **Bradley K. Groff**  
**Gardner Groff Mehrman & Josephic, P.C.**

Internal Address: \_\_\_\_\_

Street Address: **600 Village Trace, Suite 300**

City: **Marietta** State: **Georgia** Zip: **30067**

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: \_\_\_\_\_

(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.*

**Bradley K. Groff** \_\_\_\_\_ *Bradley K. Groff* \_\_\_\_\_ **August 2, 2001** \_\_\_\_\_  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 2

08/14/2001 6TON11 00000120 1976136 Mail documents to be recorded with required cover sheet information to:

01 FC:481 40.00 CP Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK  
REEL: 002348 FRAME: 0336

**TRADEMARK ASSIGNMENT**

WHEREAS, Steele & Sons, Inc., a Georgia corporation, (the "Assignor") having as its office address, P.O. Box 277, Roswell, Georgia 30077, has adopted and used in its business the mark MAINSTAY, which is registered in the United States Patent and Trademark Office under Registration No. 1,976,136, dated May 28, 1996; and

WHEREAS, Madewell Products Corporation, a Georgia corporation, (the "Assignee") with an office located at 7561-A Industrial Court, Alpharetta, Georgia 30004, is desirous of acquiring said mark and said registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby sell and assign unto the Assignee all right, title and interest in and to the said mark and U.S. Trademark Registration No. 1,976,136 for MAINSTAY, together with the portion of the business to which the mark pertains and the goodwill of the business symbolized by the mark and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized officer on this 6<sup>th</sup> day of JULY, 2001.

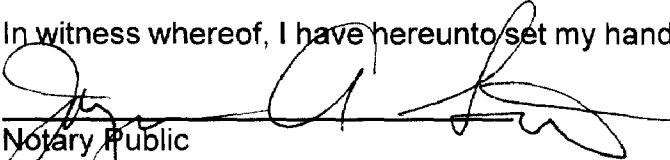
STEELE & SONS, INC.

By:   
C. Jeffrey Steele, President

ACKNOWLEDGMENT

The undersigned does hereby certify that C. Jeffrey Steele, who is personally to me known, this day appeared before me personally and did acknowledge that he is President of Steele & Sons, Inc., and that he signed the foregoing instrument of his own free will and accord, for the purposes therein named and expressed.

In witness whereof, I have hereunto set my hand and official seal this 6 day of July, 2001.

  
Notary Public  
[SEAL]

My commission expires: 09-19-03