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TRADEMARK

Attorney Docket No.: SFMC-01278

10-11-2001



RECORDATION FORM FOR ASSIGNMENT



101870664

09-24-2001

U.S. Patent & TMO/TM Mail Receipt #2:

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

<p>1. Name of conveying party(ies):</p> <p>L.S.C., LLC 525 Brannan Street, Suite 300 San Francisco, California 94107</p> <p>Additional name(s) of conveying party(ies) attached? No</p>	<p>2. Name and address of receiving party(ies):</p> <p>San Francisco Mercantile Co., Inc. 525 Brannan Street, Suite 208 San Francisco, California 94107</p> <p>Additional name(s) &amp; address(es) attached? No</p>
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09/24/01

3. Nature of conveyance:

Assignment  
Execution Date: 19 September 2001

<p>4. Trademark Application numbers:</p> <p>-None-</p>	<p>Applications/Registrations Affected</p> <p>Trademark Registration Numbers:</p> <p>see attached listing</p>
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Additional numbers attached? yes

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

Virginia S. Medlen  
MEDLEN & CARROLL, LLP  
101 Howard Street, Suite 350  
San Francisco, California 94105

6. Total number of applications and registrations involved: 14

7. Total fees:  
A check in the amount of \$365.00 is enclosed to cover recordation fee for 14 marks (\$40.00 for 1st mark + \$25.00 each for 13 subsequent marks).

8. Deposit Account Authorization:  
The Commissioner is hereby authorized to charge any additional fees or credit any overpayment to Deposit Account No. 08-1290. An originally executed duplicate of this transmittal is enclosed for this purpose.

DO NOT USE THIS SPACE

9. Statement and Signature:

To the best of my knowledge and belief, the foregoing information is true and the attached assignment document is the original assignment document.

Date: 21 Sep 2001

Signature:

Name: Virginia S. Medlen

Reg. No.: 32,050

Total number of pages including cover sheet, attachments, and document: 7

10/10/2001 DBYRNE 00000091 570679

01 FC:481 40.00 OP  
02 FC:482 325.00 OP

TRADEMARK REEL: 002380 FRAME: 0925

- (1) U.S. Registration No.570,679  
Registered: 17 Feb 1953  
Mark: **LANZ ORIGINAL & Design**  
Class: 25
- (2) U.S. Registration No. 842,915  
Registered: 23 Jan 1968  
Mark: **ACCENTUETTE**  
Class: 25
- (3) U.S. Registration No. 946,385  
Registered: 31 Oct 1972  
Mark: **LANZ**  
Class: 25
- (4) U.S. Registration No. 1,184,867  
Registered: 5 Jan 1982  
Mark: **LANZ OF SALZBURG**  
Class: 25
- (5) U.S. Registration No. 1,287,869  
Registered: 31 July 1984  
Mark: **LANZ**  
Class: 14
- (6) U.S. Registration No. 1,270,829  
Registered: 20 Mar 1984  
Mark: **LANZ ORIGINALS**  
Class: 25
- (7) U.S. Registration No. 1,310,114  
Registered: 18 Dec 1984  
Mark: **LANZ**  
Class: 24
- (8) U.S. Registration No. 1,310,504  
Registered: 18 Dec 1984  
Mark: **LANZ**  
Class: 42
- (9) U.S. Registration No. 1,405.418  
Registered: 19 Aug 1986  
Mark: **LANZ**  
Class: 3

- (10) U.S. Registration No. 1,496,851  
Registered: 19 July 1988  
Mark: **ACCENTUETTE**  
Class: 25
- (11) U.S. Registration No. 1,499,577  
Registered: 9 Aug 1988  
Mark: **LANZ (Stylized)**  
Class: 18
- (12) U.S. Registration No. 1,506,064  
Registered: 27 Sep 1988  
Mark: **MADE IN THE U.S.A. WITH LOVE & design**  
Class: 25
- (13) U.S. Registration No. 1,518,996  
Registered: 3 Jan 1989  
Mark: **LANZ OF SALZBURG**  
Class: 28
- (14) U.S. Registration No. 1,891,176  
Registered: 15 April 1995  
Mark: **VIENNA NIGHTS**  
Class: 25

## ASSIGNMENT OF TRADEMARKS

WHEREAS, L.S.C., LLC, a California Limited Liability Company having a principal place of business at 525 Brannan Street, San Francisco, CA 94107, has registered and is using certain trademarks identified below;

WHEREAS, said registrations and the trademarks identified therein were assigned to L.S.C., LLC. by Lanz, Inc., and said assignment was recorded in the U.S. Patent and Trademark Office on 6 May 1996 on Reel 1466 beginning at Frame 0446;

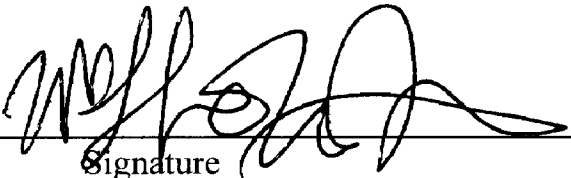
WHEREAS, San Francisco Mercantile Co., Inc. , a California Corporation having a principal place of business at 525 Brannan Street, San Francisco, CA 94107, desires to acquire said trademarks and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, L.S.C., LLC does hereby assign unto San Francisco Mercantile Co., Inc., all right, title and interest in and to the following trademark registrations, together with all common law rights to the trademarks identified therein, and the good will of the business symbolized by them, to wit:

- (1) U.S. Registration No.570,679  
Registered: 17 Feb 1953  
Mark: **LANZ ORIGINAL & Design**  
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- (6) U.S. Registration No. 1,270,829  
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Mark: **LANZ ORIGINALS**  
Class: 25
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Mark: **LANZ**  
Class: 24
- (8) U.S. Registration No. 1,310,504  
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Mark: **LANZ**  
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- (9) U.S. Registration No. 1,405,418  
Registered: 19 Aug 1986  
Mark: **LANZ**  
Class: 3
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Class: 25
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Registered: 9 Aug 1988  
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Class: 25
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Registered: 3 Jan 1989  
Mark: **LANZ OF SALZBURG**  
Class: 28
- (14) U.S. Registration No. 1,891,176  
Registered: 15 April 1995  
Mark: **VIENNA NIGHTS**  
Class: 25

.FOR: L.S.C., LLC

By:  \_\_\_\_\_  
Signature

W. Laney Thornton

\_\_\_\_\_  
Printed Name

Chairman

\_\_\_\_\_  
Title

9/19/2001

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Date

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