

Form PTO-1594 (Rev.03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

101891968

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

1. Name of conveying party(ies):

Elliott Roberts and Susan Naber

- Individual(s) [checked] Association [] General Partnership [] Limited Partnership [] Corporation-State [] Other []

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

3. Nature of conveyance:

- Assignment [checked] Merger [] Security Agreement [] Change of Name [] Other []

Execution Date: October 29, 2001

2. Name and address of receiving party(ies)

Name: Piege Co., Inc.

Internal Address:

Address:

Street Address: 20120 Plummer Street

City: Chatsworth State: CA Zip: 91311

- Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [] Corporation-State California [checked] 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

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

A. Trademark Application No. (s)

B. Trademark Registration No. (s)

664,456

Additional number(s) attached [] Yes [] No

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

Name: George M. Borababy

Internal Address:

Street Address: Patton Boggs LLP

2550 M Street, N.W.

City: Washington State: DC Zip: 20037

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 [checked]

8. Deposit account number:

50-0709

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

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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.

George M. Borababy

Name of Person Signing 664456

Signature

Date 11/2/01

Total number of pages including coversheet, attachments, and document: 5

11/02/2001 DBYRNE 00000139 500709

01 FC:481

40.00 CH

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

DEED OF ASSIGNMENT

WHEREAS, Eliot Roberts and Susan Naber ("Assignors") have adopted and used, directly and through their predecessors-in-interest, and are the rightful owners of all right, title and interest in and to, the common law and registered marks identified on Schedule A hereto (the "Marks"), which Assignors and their predecessors-in-interest have used in connection with ladies undergarments, as well as the Federal Registration relating to the Mark JEZEBEL that is identified on Schedule A hereto (the "Registration"), and own and enjoy the goodwill of the business appurtenant to and symbolized by said Marks; and

WHEREAS, Pieve Co., Inc., a corporation organized and existing under the laws of the State of California ("Assignee"), is desirous of acquiring said Marks and Registration and the goodwill of the business appurtenant to and symbolized by said Marks and Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby sell, assign, transfer and set over, effective as of the date hereof, to Assignee, the entire right, title and interest in said Marks and Registration, along with the goodwill of the business appurtenant to and symbolized by said Marks and Registration, in the United States, in all states, territories and possessions thereof and in all foreign countries, including, but not limited to, the right to sue or otherwise recover for any and all past and future infringements, acts of unfair competition, passing off or misappropriation thereof and to bring opposition and cancellation proceedings based thereon.

The Marks and Registration are transferred to Assignee, its successors and assigns, to and for its and their own proper right, use and benefit forever.

Assignors covenant with Assignee, its successors and assigns, that Assignors are the lawful owners of the Marks and Registration and have good right to sell them and that the Marks and Registration are, as of the date hereof, free and clear of all liens, security interests, charges, encumbrances and claims of others.

From and after the date hereof, Assignors shall, from time to time, at Assignee's request, without additional consideration, promptly execute and deliver, or cause to be executed and delivered, to Assignee, such further instruments of conveyance and transfer and other documents, and take such further action, as Assignee may reasonably require in order to convey, transfer and enforce any of Assignee's rights in and to the Marks and Registration.

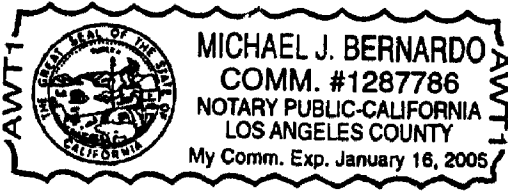
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IN WITNESS WHEREOF, as of the 29 day of October, 2001, Assignors have executed this instrument.

Elliot Roberts
Elliot Roberts

Subscribed and sworn to before me this 29 day of October, 2001.

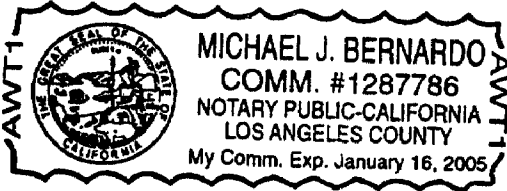
Michael J. Bernardo
Notary Public



Susan Naber
Susan Naber

Subscribed and sworn to before me this 29th day of October, 2001.

Michael J. Bernardo
Notary Public



SCHEDULE A TO
DEED OF ASSIGNMENT

Federal Registrations

U.S. Trademark Registration No. 664,456

Common Law Trademarks

JEZEBEL
JEZEBEL And Logo

November 2, 2001

George M. Borababy
(202) 457-5210
gborababy@pattonboggs.com

Assistant Commissioner For Trademarks
U.S. Patent & Trademark Office
Crystal Gateway 4
2900 Crystal Drive, 3rd Floor
Box Assignments
Arlington, VA 22202

RE: Trademark Assignment

Dear Sir:

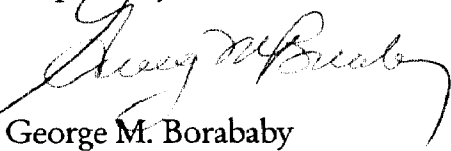
Please record the enclosed Assignment with respect to the U.S. Trademark Registration listed on the enclosed form PTO 1594.

Transmitted herewith is one (1) Form PTO 1594 and a true copy of the Assignment. Please charge our Deposit Account No. 50-0709 in the amount of \$40.00 to cover the recordation fee. If there are any additional fees, please charge our Deposit Account.

Please send all correspondence in this matter, including the return of the Assignment, to the undersigned at:

George M. Borababy, Esq.
Patton Boggs LLP
2550 M Street, N.W.
Washington, D.C. 20037.

Respectfully submitted,



George M. Borababy

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U.S. PATENT & TRADEMARK OFFICE