

02-20-2002

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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (Rev. 03/11/2002)

101987628

COVER SHEET
S ONLY

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

Tab settings

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

1. Name of conveying party(ies):

Lifung.com, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 7, 2001

2. Name and address of receiving party(ies)

Name: Gottschalks, Inc.

Internal

Address:

Street Address: 7 River Park Place East

City: Fresno State: CA Zip: 93720

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

2211893

Additional number(s) attached Yes No

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

Name: Josh S. Ridout

Internal Address: Paul, Hastings,
Janofsky & Walker LLP

Street Address: 555 South Flower St.
23rd Floor

City: Los Angeles State: CA Zip: 90071

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:

16-0752

(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.

Josh S. Ridout

Name of Person Signing

Signature

2/1/02

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 Patent & Trademarks, Box Assignments
Washington, D.C. 20231

02/20/2002 TDIAZI 00000014 2211893

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40.00 DP

TRADEMARK
REEL: 002445 FRAME: 0764

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Lifung.com, Inc., a Delaware corporation (“Assignor”), has adopted and is using a certain trademark in the context of its business which has been registered with the U.S. Patent and Trademark Office, as more fully set forth on Schedule A annexed hereto (the “Mark”); and

WHEREAS, Gottschalks, Inc., a California corporation (“Assignee”), is desirous of acquiring said Mark, the goodwill associated therewith and the registration thereof;

NOW, THEREFORE, by this document of assignment, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns, transfers, sells and conveys unto Assignee all its right, title and interest in and to said Mark and the registration thereof, together with the goodwill of the business acquired by and associated with the use of such Mark, as well as the right to sue for past and present infringements thereof.

IN WITNESS WHEREOF, Assignor, expressly intending to be legally bound thereby,

has caused this Assignment to be duly executed this 7th day of ~~January~~ ^{February}, 2001.

LIFUNG.COM, INC.

ATTEST:

By: [Signature]
Name: Richard N. Dapling
Title: Senior Vice President

CORPORATE SEAL

STATE OF NEW YORK)
) ss
COUNTY OF NEW YORK)

Before me, the undersigned, a Notary Public in and for the County aforesaid on this 7th day of ~~January~~ ^{February}, 2001, personally appeared Richard N. Dapling who, being by me duly sworn, did say that he is the Senior Vice President of Lifung.com, Inc. and that said instrument was signed on behalf of said corporation by authority of its board of directors and said corporation acknowledged said instrument to be free and deed of said corporation.

[Signature]
Notary Public

JEREMIAH T. MULLIGAN
Notary Public, State of New York
No. 31-02MU5087110
Qualified in New York County
Commission Expires October 27, 2001

SCHEDULE A

Trademark

U.S. Trademark Reg. No.

Reg. Date

METHODE

2,211,893

December 15, 1998