

04-12-2002



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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

To the Honorable Commissioner of

102053023

Attached original documents or copy hereof.

1. Name of conveying party: Lynn Rubin

4-1-02

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

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

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: March 4, 2002

2. Name and address of receiving party(ies):

Name: Bliss World LLC

Address: 50 Washington Street, 7th Floor,
Brooklyn, New York 11201

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☐ Corporation-State
☒ Other Delaware limited liability company

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) & addresses attached?
☐ Yes ☒ No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

2,370,052

Additional Numbers attached? ☐ Yes ☒ No5. Name and address of party to whom
correspondence concerning document should be
mailed:

Name: Michelle P. Foxman

Internal Address: Fross Zelnick Lehrman
& Zissu, P.C.Street Address: 866 United Nations PlazaCity: New York State: NY Zip: 100176. Total number of applications and
and registration involved:.....1

7. Total fee (37 CFR 3.41) \$40.00

☒ Enclosed
☒ Authorized to be charged to deposit
account
(Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

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

04/11/2002 LEXNBER 00000268 2370052

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40.00 DP

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.

Michelle P. Foxman

Name of Person Signing

Signature

4/1/02

Date

Total number of pages comprising cover sheet: _____

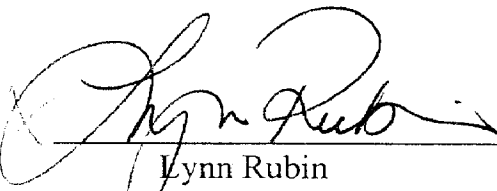
ASSIGNMENT

WHEREAS, Lynn Rubin, , a U.S. citizen whose address is 420 East 72nd Street, New York, New York 10021, ("**Assignor**"), is the owner of the following trademark (hereinafter, the "**Trademark**");

TRADEMARK	REGISTRATION NO.
THE BLISS BAG	2,370,052

and WHEREAS, Bliss World LLC, a limited liability company organized and existing under the laws of Delaware, located at 50 Washington Street, 7th Floor, Brooklyn, New York 11201 ("**Assignee**"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.



Lynn Rubin
X Dated: 3/4/02