

06-13-2002



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

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

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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):

Heluva Good LLC

6-5-02

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other a limited liability company

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

2. Name and address of receiving party(ies)

Name: Dino-Store, Inc.

Internal Address:

Street Address: 246 West Willow Street

City: Syracuse State: NY Zip: 13202

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

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

A. Trademark Application No.(s)

76/299,240

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: George R. McGuire

Internal Address: 1500 MONY Tower I

Street Address: PO Box 4976

City: Syracuse State: NY Zip: 13221

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: 50-0576 charge any deficiencies or credit any over payment

(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.

George R. McGuire

Name of Person Signing

Signature

5/15/02 Date

Total number of pages including cover sheet, attachments, and document: 3

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

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TRADEMARK REEL: 002524 FRAME: 0581

ASSIGNMENT OF UNITED STATES TRADEMARK APPLICATION

WHEREAS, **Heluva Good LLC** a limited liability company organized and existing under the laws of the State of Delaware, having a principal place of business at 6551 Pratt Road, Sodus, New York 14551 (hereinafter "Assignor"), owns and has a bonafide intent to use the mark and is the owner of Trademark Application Serial Number 76/299,240, filed August 15, 2001, for the mark "DINOSAUR", and the goodwill of the business symbolized by the said trademark application; and

Assignor has applied to register the Mark on the principal register of the United States Patent and Trademark Office based on Assignor's bonafide intent to use the mark in commerce in connection with the above described goods and/or services, application serial number 76/299,240.

WHEREAS, Dino-Store, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 246 West Willow St., Syracuse NY 13202 (hereinafter "Assignee") desires to acquire the said trademark application and the goodwill of the business symbolized by said trademark;

NOW, THEREFORE, to all whom it may concern, be it known that for one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all right, title and interest in and to the said trademark application, together with the good will of the business symbolized by the trademark application and any registration which may issue therefrom.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its duly authorized representative this 8th day of May, 2002.

ASSIGNOR:
HELUVA GOOD LLC
a Delaware limited liability company

By: Martin J. Margherio
MARTIN J. MARGHERIO
President

STATE OF NEW YORK)
) ss:
COUNTY OF BROOME)

On this 8th day of May in the year 2002, before me, the undersigned, a Notary Public in and for said State, personally appeared Martin J. Margherio known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/~~she~~ executed the same in his/~~her~~ capacity, and that by his/~~her~~ signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Witness my hand and official seal.

My commission expires: Feb 7, 2006

JANET A. RANUCCI
Notary Public, State of New York
No. 6036720
Qualified in Broome County
My Commission Expires Feb. 7, 2006

Janet A. Ranucci
Notary Public