

06-25-2002

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



102133551

To the Honorable Commissioner

original document or copy thereof.

1. Name of conveying party:
SIMPLY BLUE, INC.

6-18-02 FINANCE SECTION

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

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party:
Name: MCCOY HOLDING, LLC
 Internal Address: _____
 Street Address: 1220 WESTLAKE AVENUE N.
 City: SEATTLE State: WA ZIP: 98109

Individual(s) citizenship _____
 Association
 General Partnership Limited Partnership
 Corporation - State _____
 Other WASHINGTON 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) & address(es) attached: Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Dates:
 1) October 12, 2001 3) _____
 2) _____ 4) _____

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

A. Trademark Application No(s).
76/186,286
76/239,079
76/242,166

B. Trademark Registration No(s).

Additional numbers attached? Yes No

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

Name: Seed Intellectual Property Law Group PLLC
 Internal Address: _____
 Street Address: 701 Fifth Avenue, Suite 6300
 City: Seattle State: WA ZIP: 98104-7092

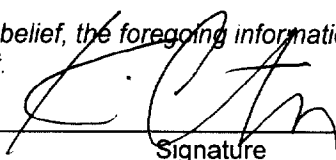
6. Total number of applications and registrations involved..... 3

7. Total Fee (37 CFR 3.41): \$ 90.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
19-1090
 (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.

KEVIN S. COSTANZA  6/12/02
 Name of Person Signing Signature Date

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

06/25/2002 AMMED1 00000037 76186286

01 FC:481
02 FC:482

40.00 OP
50.00 OP

TRADEMARK
REEL: 002530 FRAME: 0639

ASSIGNMENT

WHEREAS, Simply Blue, Inc., a Washington corporation, has adopted the marks, applications and common law marks, set forth in the SCHEDULE OF MARKS annexed hereto and made part hereof (hereinafter the MARKS);

WHEREAS, McCoy Holding, LLC, a Washington Limited Liability Company, having a place of business at 1220 Westlake Avenue North, Seattle, Washington 98109, is desirous of acquiring the MARKS in conjunction with its acquisition from Simply Blue, Inc. of the business to which the MARKS relate.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, Simply Blue, Inc., by these presents, does sell, assign and transfer unto McCoy Holding, LLC the entire right, title and interest in and to the MARKS, and any common law rights resulting from, and the goodwill of the business in connection with which the MARKS relate and all claims for damages by reason of past infringement of the MARKS, and the right to sue for and collect such damages.

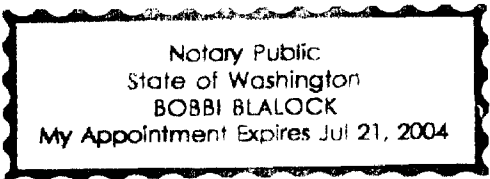
Date 10/12/01

Simply Blue, Inc
Mel Matsui, President

State of Washington
County of King

I certify that I know or have satisfactory evidence that Mel Matsui signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the President for Simply Blue, Inc. to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.

Dated 10-12-01



Bobbi Blalock
Notary Public
My appointment expires 7-21-04

SCHEDULE OF MARKS

UNITED STATES APPLICATIONS

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Seed Docket No.</u>
MC COY, JEAN	76/186,286	December 21, 2000	640056.202
MC COY INTERNATIONAL	76/239,079	April 11, 2001	640056.204
MC COY ORIGINAL	76/242,166	April 12, 2001	640056.206

COMMON LAW MARKS

MC COY, JEAN
MC COY INTERNATIONAL
MC COY ISLAND
MC COY ORIGINAL