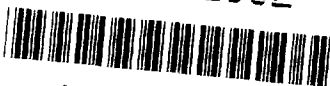


08-12-2002



TRADE 102185863

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

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): Expozay International Limited

7-18-02

- 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: June 25, 2002

2. Name and address of receiving party(ies)

Name: Bendon Limited Internal Address: 33 Birmingham Road

Street Address: East Tamaki

City: Auckland State: Zip: New Zealand

- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1334384--EXPOZAY

Additional number(s) attached Yes No

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

Name: Lawrence E. Abelman

Internal Address:

Abelman Frayne & Schwab

Street Address: 150 East 42nd Street

City: New York State: NY Zip: 10017-5612

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:

DO NOT USE THIS SPACE

9. Signature.

Lawrence E. Abelman Name of Person Signing

[Signature]

July 15, 2002

Date

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

4

08/09/2002 DBYRNE 00000256 1334384

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

TRADEMARK REEL: 002560 FRAME: 0289

**REVOCATION**

**AND**

**NEW POWER OF ATTORNEY**

Mark: **EXPOZAY**

Registration No.: 1334384

Serial No.:

Class(es):

Owner: Bendon Limited

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Abelman, Frayne & Schwab, whose postal address is 150 East 42nd Street, New York, New York 10017, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

**POWER OF ATTORNEY**

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

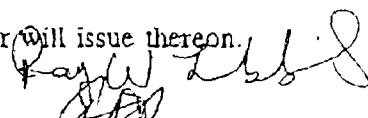
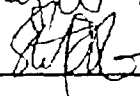
LAWRENCE E. ABELMAN  
JEFFREY A. SCHWAB  
NORMAN S. BEIER  
VICTOR M. TANNENBAUM  
PETER J. LYNFIELD

ALAN J. HARTNICK  
CARIDAD PIÑEIRO SCORDATO  
JULIANNE ABELMAN  
JONATHAN W. GUMPORT  
MARSHA G. AJHAR

members of the Bar of the State of New York, whose address is

**ABELMAN, FRAYNE & SCHWAB**  
150 East 42nd Street  
New York, New York 10017 U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By   
  
Date: 19 June 2002

RW TIBBITS Director  
S.G. PAGES Director

10.1.02

**Deed of Assignment**

**BETWEEN** EXPOZAY INTERNATIONAL LIMITED, a company duly incorporated under the laws of New Zealand, of 263-269 Fraser Street, Tauranga, New Zealand  
  
("the Assignor")

**AND** BENDON LIMITED, a company duly incorporated under the laws of New Zealand, of 33 Birmingham Road, East Tamaki, Auckland, New Zealand  
  
("the Assignee")

**RECITALS**

- A. **The Assignor** is the proprietor of the trade mark in accordance with the particulars set out in the schedule below ("**the trade mark**")
  
- B. **The Assignor** has agreed to assign to **the Assignee** the trade mark and all its rights pertaining thereto together with the registration thereof together with the whole of the goodwill of **the Assignor's** business concerned in the goods for which **the trade mark** has been registered as aforesaid and the goodwill attached to **the trade mark**

**DEED**

In consideration of the sum of \$1 paid to **the Assignor** by **the Assignee** (the receipt of which is hereby acknowledged) **the Assignor** does hereby assign to **the Assignee** the trade mark and all **the Assignor's** rights remedies and powers in respect thereof including all common law rights connected therewith and the registration thereof and all interest of **the Assignor** therein together with the whole of the goodwill of **the Assignor's** business concerned in the goods for which **the trade mark** has been registered and the goodwill attached to **the trade mark** to hold **the trade mark** and the registration thereof to **the Assignee** its successors and assigns absolutely and **the Assignor** does hereby covenant that as from the date hereof **the Assignor** will cease to use **the trade mark** and shall not use **the trade mark** without the permission of **the Assignee**.

**SCHEDULE**

**UNITED STATES OF AMERICA**


Number	Date	Mark	Class
1334384	7 May 1985	EXPOZAY	25

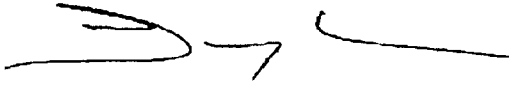
Dated this 25<sup>th</sup> day of June 2002

**EXECUTED AS A DEED**

SIGNED for and on behalf of  
EXPOZAY INTERNATIONAL  
LIMITED  
in the presence of

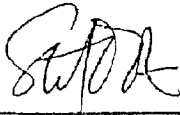
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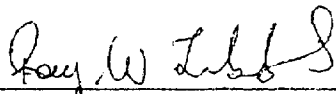
  
\_\_\_\_\_  
Director DAVID HOWDSWARTH

  
\_\_\_\_\_  
Director TREVOR DWYERHOUSE

SIGNED for and on behalf of  
BENDON LIMITED  
in the presence of

)  
)

  
\_\_\_\_\_  
Director

  
\_\_\_\_\_  
Director